

LIFE



FAIRFIELD COUNTY

COUNTRY HOME
OF SMART NEW YORKERS

AUGUST 8, 1949 **20** CENTS
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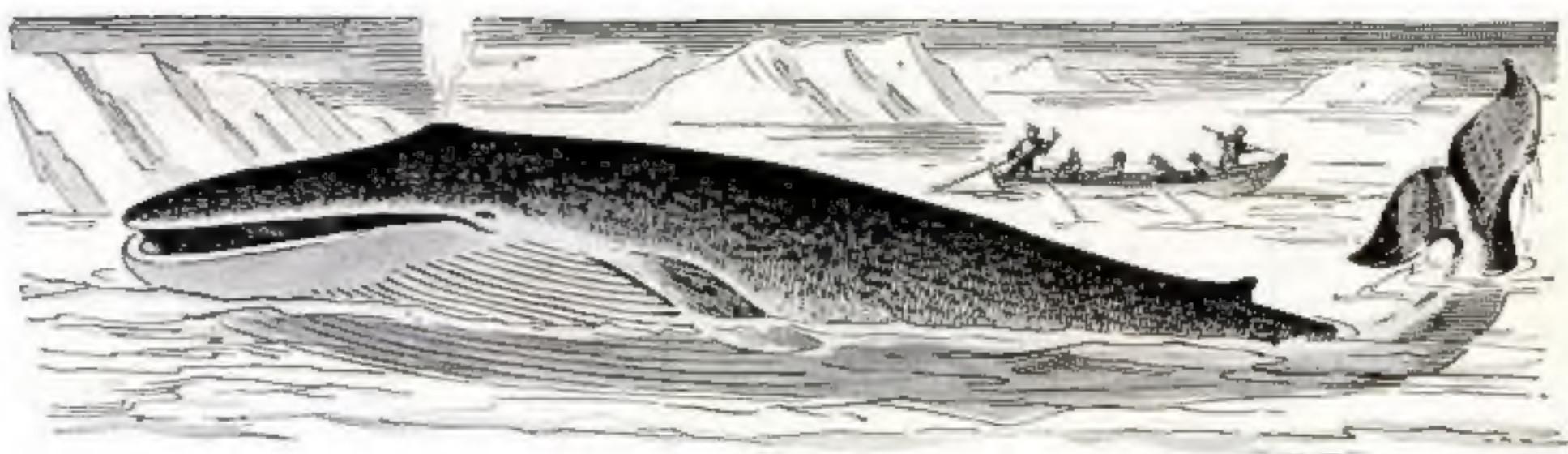
Flag-blue, flag-bright—what better colors for a towel
that's touched with history, too! Cannon traced
the pattern from colonial times—loomed it for
today's homes in soft-looped, sturdy cotton.
"Heritage" is banner news (you might hang
it banner-like!)—from a whole parade of
Cannon towel-buys, priced about 39c to \$2.95.

Cannon Mills, Inc., 70 Worth St., New York 13, N.Y.

TRADE
MADE
CANNON
MARK
IN U.S.A.
Towels • Sheets • Stockings • Blankets

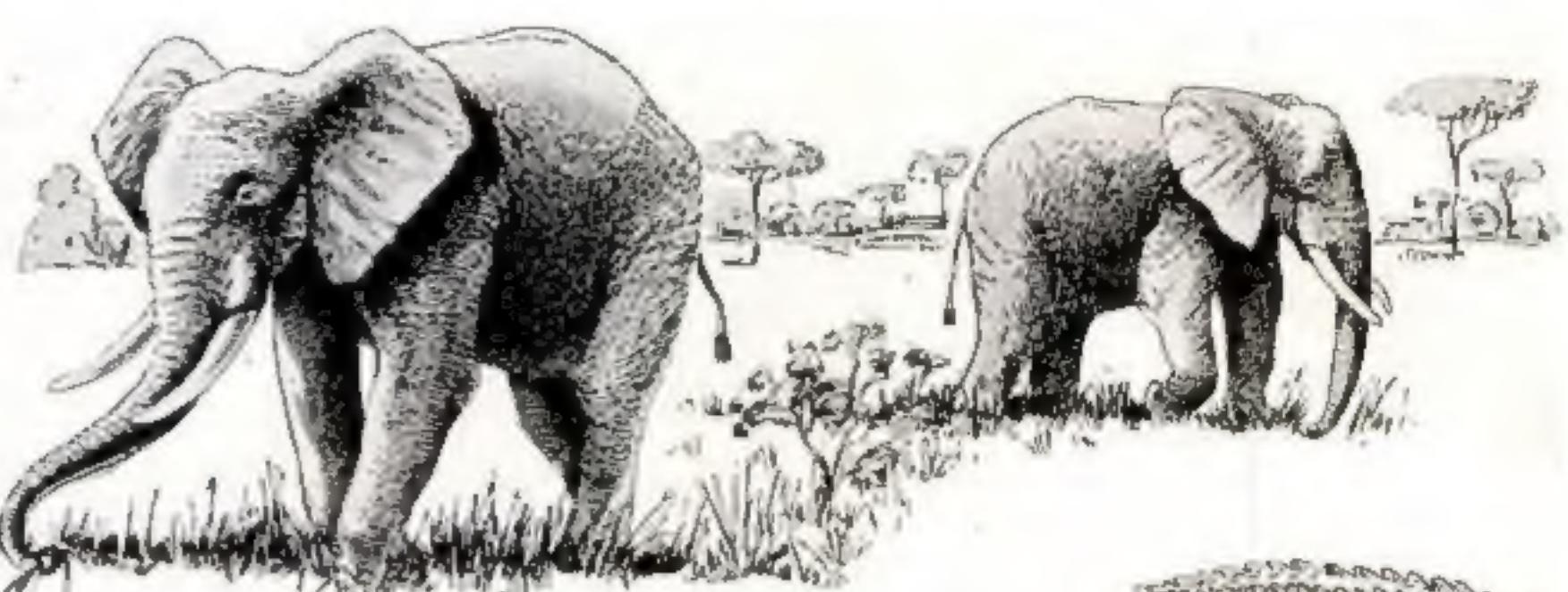
LARGEST Mammal

The largest mammal that ever lived is the **BLUE WHALE**—identified by the decidedly bluish color of its body. Blue whales sometimes attain a length of 100 feet or more.



LARGEST Land Animal

The largest land-dwelling animal alive today is the **ELEPHANT**. The African Elephant, illustrated, is generally taller than the Asiatic breed and is distinguished by its tremendous ears.



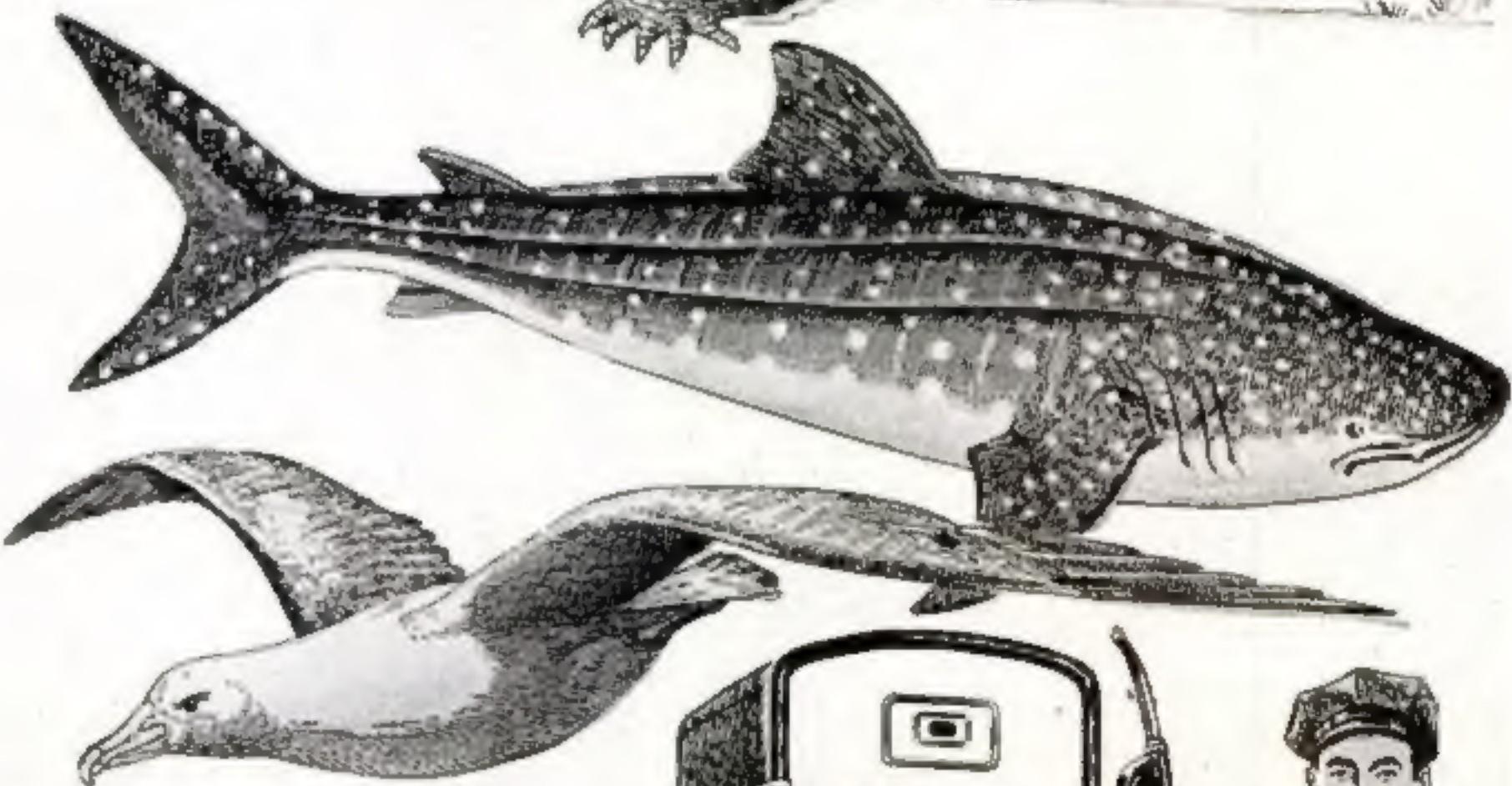
LARGEST Reptile

The largest living reptile is the salt-water **CROCODILE**—identified by its long, tapering snout and great size. Specimens thirty feet long have occasionally been reported.



LARGEST Fish

The colossus of the fish kingdom is the **WHALE SHARK**. It is identified by the round pale spots about the size of silver dollars on a dark body. Whale sharks are said to grow seventy feet long.



LARGEST Flying Bird

Many naturalists say that the largest bird of flight is the **WANDERING ALBATROSS**, identified by its black wings, white body and huge size. The wingspread of one captured Albatross measured eleven feet, four inches.

When you meet Mr. Big
"THE TRADE-MARKS OF NATURE."*
identify him for you

FOR KING-SIZE POWER...

to zoom up hills...
to whisk through traffic...
to make driving more fun... ask for "Ethyl"
gasoline—high quality gasoline improved with "Ethyl"
antiknock fluid, the famous ingredient that steps up
power and performance.

*Prepared in cooperation with specialists of American Museum of Natural History.

When you buy gasoline
**THE TRADE-MARK
"ETHYL"**

identifies gasoline stepped up
with "Ethyl" antiknock fluid

ETHYL CORPORATION

THIS SALE
\$1.00
GALLONS
0.00
0.00

This One

LAFD-OBT-LAED



MIKE..hardboiled American skipper of the blockade-running refugee ship. He'd do anything for a fast buck.



SABRA..woman in a man's world and worth 20 men in any fight. Worth \$10,000 to the enemy, dead or alive.



DAVID..fighter in the secret Desert Legion. He had everything to win and nothing to lose—but his life.

THEIR NAMES WERE KNOWN ONLY IN WHISPERS...
but Their Deeds Wrote the Headlines of the World!

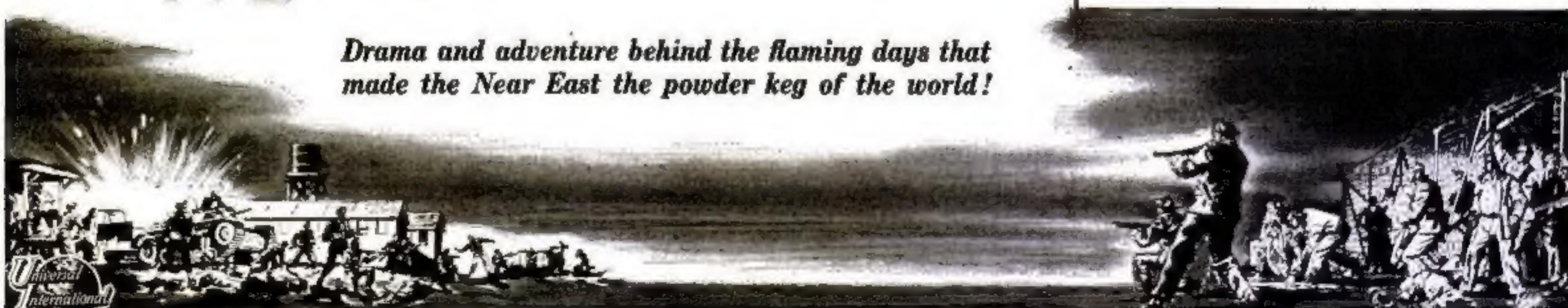
UNIVERSAL-INTERNATIONAL presents

DANA ANDREWS
MARTA TOREN
STEPHEN McNALLY

Sword in the desert



*Drama and adventure behind the flaming days that
made the Near East the powder keg of the world!*



with JEFF CHANDLER • PHILIP FRIEND • HUGH FRENCH • LIAM REDMOND • Directed by GEORGE SHERMAN • Written and Produced by ROBERT BUCKNER

NEW SENSATIONAL OFFER TO MYSTERY NOVEL FANS!

"The Case of the Cautious Coquette"—by

Erle Stanley Gardner

READ ABOUT THE BLONDE
WHO JINXED EVERY MAN SHE MET!

Not even the hardened D.A. could believe this glamorous, blue-eyed minx was involved in so many criminal activities—extortion, gambling and murder to name a few. Still, neither did Perry Mason, until the tete-a-tete he was enjoying with her turned out to be a trap that sent him into hiding—with a murder charge on his head! Only Erle Stanley Gardner could have written this new thriller!

ALSO IN THIS VOLUME! In addition to the full-length novel are TWO brand-new Gardner mystery novelettes! Publisher's edition, \$2.50.

"Crooked House"—by

Agatha Christie

GUESS WHO MURDERED
THE 80-YEAR-OLD BRIDEGRoOM!

Rich old Aristide lay twisted and dead of a strange poison while horror submerged his fabulous London mansion. None of the children and grandchildren who lived there seemed guilty, yet every one of them knew that the killer—whoever he was—had to murder! Then, like crazy summer lightning that illuminates as it destroys, death struck again! A top Agatha Christie novel you mustn't miss. Publisher's edition, \$2.50.

"Trouble in Triplicate"—by

Rex Stout

THREE NEW MYSTERIES IN ONE VOLUME
—STARRING THE AMAZING NERO WOLFE!

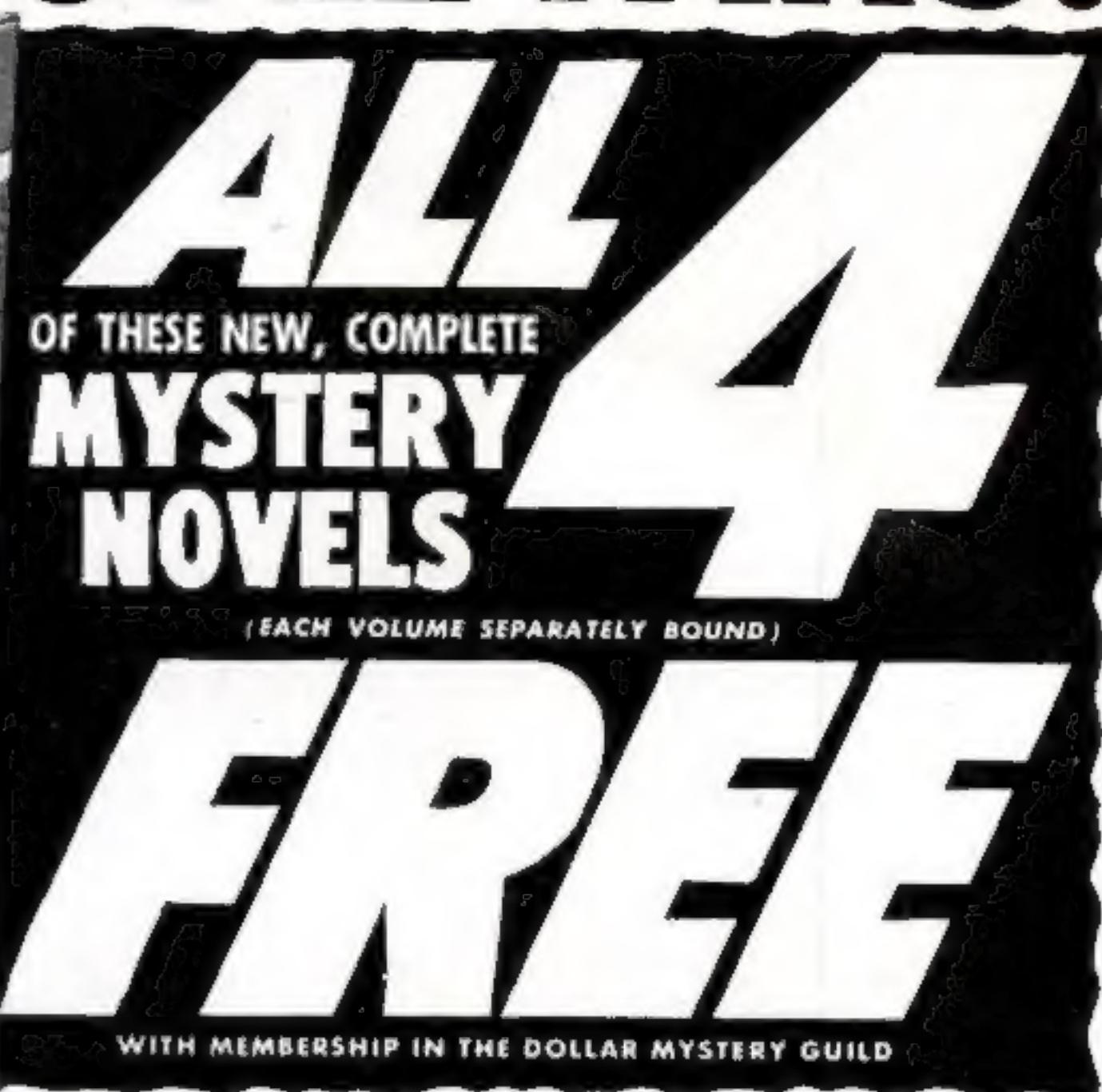
Here's fat, orchid-loving Nero Wolfe at his most brilliant! Three magnificent new novelettes in one big volume! "Before I Die" is a rough-and-tumble adventure in the New York underworld; in "Help Wanted, Male", Nero advertises in the classified columns—for himself! "Instead of Evidence" introduces you to the boss of a "novelty" company just as he receives a box of his favorite cigars—loaded with the Army's new super-explosive! Publisher's edition, \$2.50.

"Ten Days' Wonder"—by

Ellery Queen

YOUNG LOVE—AND BLACKMAIL!

Blackmail was ruining the young man who had so foolishly fallen in love with the wrong man's beautiful wife—and Ellery reluctantly agreed to deal with the extortioner. Then, suddenly, what looked so open-and-shut developed into the most fantastic case of Ellery's long career! Here's a thrilling new mystery story of young love, passion and well-planned murder that will set your spine tingling and leave you breathless with excitement! Publisher's edition, \$2.50.



WILL you accept as a FREE gift from the Dollar Mystery Guild ALL FOUR of the sensational new mystery novels shown on this page? (Each of these books is right now selling for \$2.50 in the publisher's retail edition.) Whether you are an enthusiastic mystery fan, or just an occasional reader who demands only the very best, you will realize that here is top-notch reading—by the world's most famous mystery writers! Read, below, how you may have all four of these books free—at once—with membership in the Dollar Mystery Guild.

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The Dollar Mystery Guild is the amazing new club which offers you separately bound mysteries at the unbelievably low price of \$1.00 EACH. Yes, as a member you pay only \$1.00 each—postpaid—for handsomely-printed, well-bound editions of the best new full-length mysteries—at the same time they are selling in the publishers' editions for \$2.25, \$2.50 or more!

Every Novel a Guaranteed Treat
Each month the Guild's editors read ALL the new mysteries submitted in advance of publication. From among these books they select TWO which are "tops" in suspense, drama, brilliant detection and sheer "unguessability." Sometimes they give you the work of an extremely talented newcomer; more often they choose novels by such authors as Erle Stanley Gardner, Rex Stout, Agatha Christie, Ellery Queen, Carter Dick-

son. But in either case, you ALWAYS get the cream of the latest mysteries!

Mystery Guild Clues—FREE

The Guild offers you TWO books each month—brand-new, individually-bound novels for your bookshelf. But you do NOT have to accept every selection. Each month you will receive your copy of the club's exciting magazine, *Mystery Guild Clues*, which describes coming selections. If you decide you don't want a book, you merely notify us and it will not be sent. Your sole obligation is to accept just four books a year from among at least 24 which will be offered. There are NO dues, NO fees, NO "extras."

Send No Money—Just Mail Coupon
Why not join the Dollar Mystery Guild now while you can get these FOUR wonderful new mystery novels FREE with membership? Just fill in the coupon and mail—right away!

DOLLAR MYSTERY GUILD *

GARDEN CITY, NEW YORK

Mail This
Coupon Now
And Get
ALL 4 FREE With
Membership

THE CASE OF THE CAUTIOUS COQUETTE • CROOKED HOUSE
TROUBLE IN TRIPPLICATE • TEN DAYS' WONDER

The Dollar Mystery Guild, Dept. SLM, Garden City, N.Y.

Please send me Free ALL FOUR of the new mystery novels listed above and enroll me Free (no fees—no postage—no dues) in the Dollar Mystery Guild. I am to receive *Mystery Guild Clues*, the club's interesting monthly bulletin which describes forthcoming selections, so that I may decide which ones I want to accept. I need take only 4 books a year (out of 24 or more to be offered) and pay only \$1.00 (we pay all shipping charges) for each as my sole membership obligation. I may cancel my membership at any time after purchasing only four books.

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**"4 STARS TO
JERIS FOR THE
WONDERFUL WAY IT
KEEPS MY HAIR"**

says *Alan Ladd*



ALAN LADD

starring in
**"The Great
Gatsby"**
A Paramount Production

DO AS MANY MOVIE STARS DO!
Use "Double-Action" Jeris for Healthy Hair and Scalp

Guard your hair and scalp the amazing way many movie stars do. Use Jeris Antiseptic Hair Tonic daily, with massage. Jeris' "double-action" not only keeps hair neat . . . but keeps dandruff flakes away.

(1) JERIS KILLS DANDRUFF GERMS* on contact! Instantly removes ugly dandruff flakes from your hair and scalp.



(2) JERIS STIMULATES THE SCALP! Daily massage with Jeris nourishes hair roots. Helps promote healthy hair growth, relieve dry scalp and excessive falling hair.

For well-groomed hair that's free from dandruff too, take the advice of Alan Ladd, Fred MacMurray, Dennis O'Keefe, and many other Hollywood stars. Ask druggist or barber for Jeris Antiseptic Hair Tonic today.

*(*Pityrosporum ovale*), which many authorities recognize as the cause of infectious dandruff.



JERIS
ANTISEPTIC HAIR TONIC

LETTERS TO THE EDITORS

BIFFLE BEWILDERMENT

Sirs:

You have a spread on Les Biffle, Mr. Truman's pal (LIFE, July 18), but no picture of Mr. Biffle. Don't you think you meant "Les" Biffle? Or was it merely a "bust"?

ALINE GREENWALD
New York, N.Y.

Sirs:

I certainly hope that Les Biffle got more personal attention in Piggott on the Fourth of July than you gave him in your account of the celebration in his honor. Surely Arkansas's hero himself merits at least one picture and as much space as you have devoted to the state's razorback hogs and moonshine stills.

LUCRETIA H. RICHTER
New York, N.Y.

Sirs:

Where is Biffle?
BOB CALBREATH
San Diego, Calif.

Sirs:

Did Les show up?
JOE HOLDWAY
Nashville, Tenn.

• Yes (see cut).—ED.

ance to run the ribbon through the eyelet in her prettiest party dress!

DOROTHY F. RITTENBERRY

Macon, Ga.

• Her mother was interested, but Photographer Lisa Larsen got her best picture of Sharon before the ribbon could be threaded.—ED.

SARAH THE CALF

Sirs:

Would you please explain that curious thing lying on the floor beside Jimmy Rogers in your story on Will Rogers (LIFE, July 18). To me it looks like a young steer.

DORIS LEHMAN

York, Pa.



• It was a Brahman calf named Sarah, which the Rogers family allowed in the house until it got so big it broke through the porch floor.—ED.

HETEROCHROMIA

Sirs:

Thank you, thank you, a million times for the write-up you gave me (LIFE, July 18). But I have one correction to make. You printed my picture upside down. It's my left eye that's blue, and right that's brown.

NORMA MAE EBERHARDT
(JAN CLARK)

P.S. I can also ride an elephant.
New York, N.Y.

• LIFE's layout editors apologize to Miss Eberhardt for inadvertently reversing her heterochromatic eyes and applaud her pachydermatous accomplishment.—ED.

Sirs:

My aunt also has heterochromia. One eye is dark brown and the other is light hazel. Another unusual thing: she perspires on the brown-eye side only.

MRS. VILHO MAKELA

Hankins, N.Y.

• Science calls this rare condition, which may accompany heterochromia, a sympathetic nerve disorder—uncomfortable but harmless.—ED.

Sirs:

To answer the inevitable question that confronts this heterochromic group: yes, we can see equally well with either eye.

JOHN W. MUMMA

San Luis Obispo, Calif.

• Unless the heterochromia has been caused by infection.—ED.

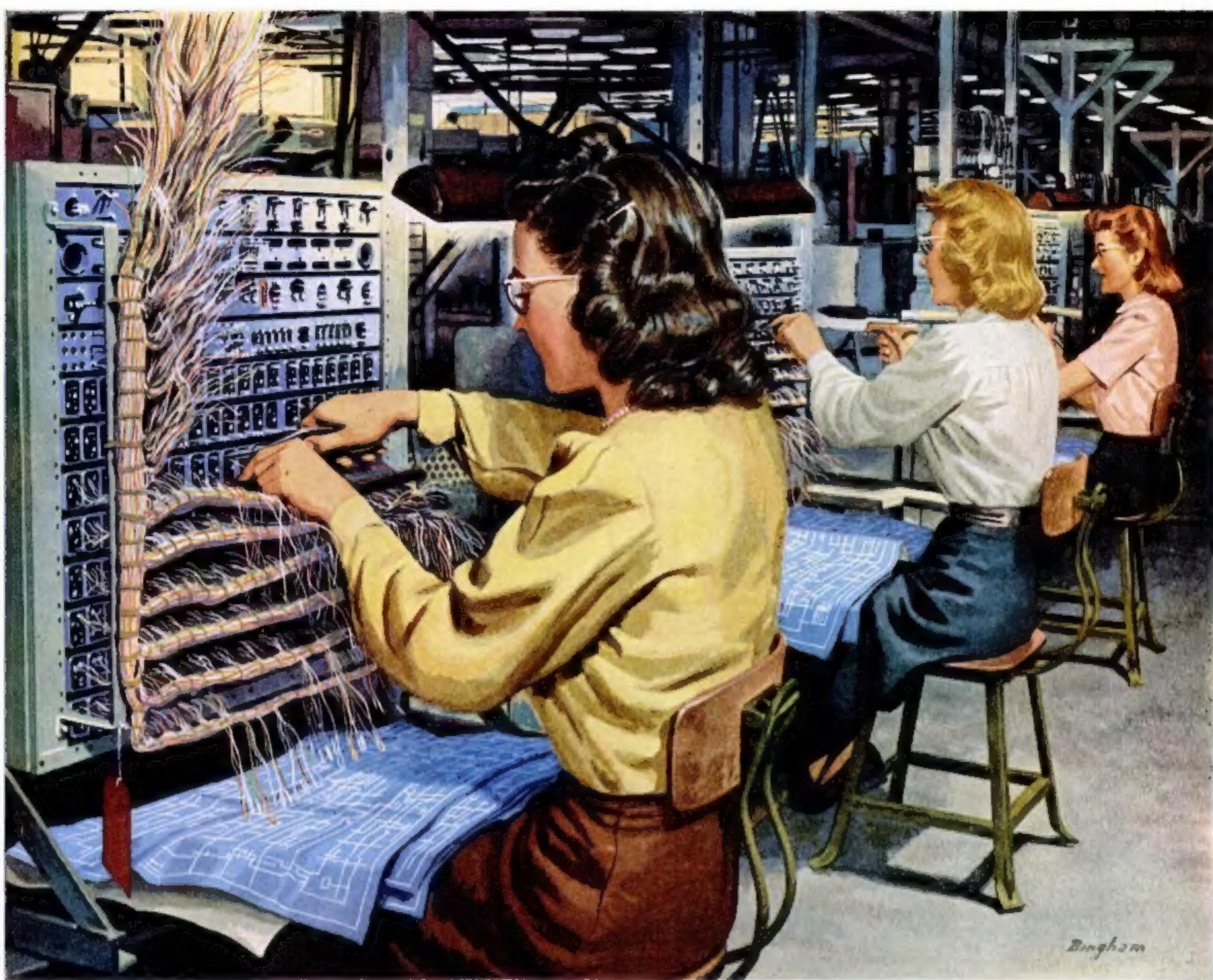
Sirs:

I can't remember when I've seen a lovelier mess of genes than those displayed by Norma Eberhardt.

RICHARD F. LAUER

Fort Knox, Ky.

CONTINUED ON PAGE 2



Bingham

What's the big idea?

IN manufacturing the things that make good telephone service possible, Western Electric people are guided by one big idea—the idea of *service to telephone users*.

For instance: the girls in the picture are wiring a new type of equipment that enables Bell System operators to put Long Distance calls through faster by dialing directly to telephones

in distant cities. Our purpose is to make the equipment we produce so it will do its job faithfully for years, at the lowest possible cost for its upkeep—and Western Electric people never forget it.

• It's natural that this should be our big idea. For, giving you *good service at the lowest possible cost* is the aim of the Bell System—and Western Electric is part of the System, has been for 67 years.

MANUFACTURER
of telephone apparatus for
the Bell System.



PURCHASER
of supplies for Bell
telephone companies.



DISTRIBUTOR
of Bell telephone appa-
ratus and supplies.



INSTALLER
of Bell System central
office equipment.



Western Electric

A UNIT OF THE BELL SYSTEM SINCE 1882



KROEHLER

Nationwide

This Special Value

is a new ultra-fashionable
Kroehler creation...
shown for the first time

Your dealer has it

...in a wide range of beautiful TAPES-
TRIES in the loveliest new fall colors

SOFA AND CHAIR
\$129.50
and up

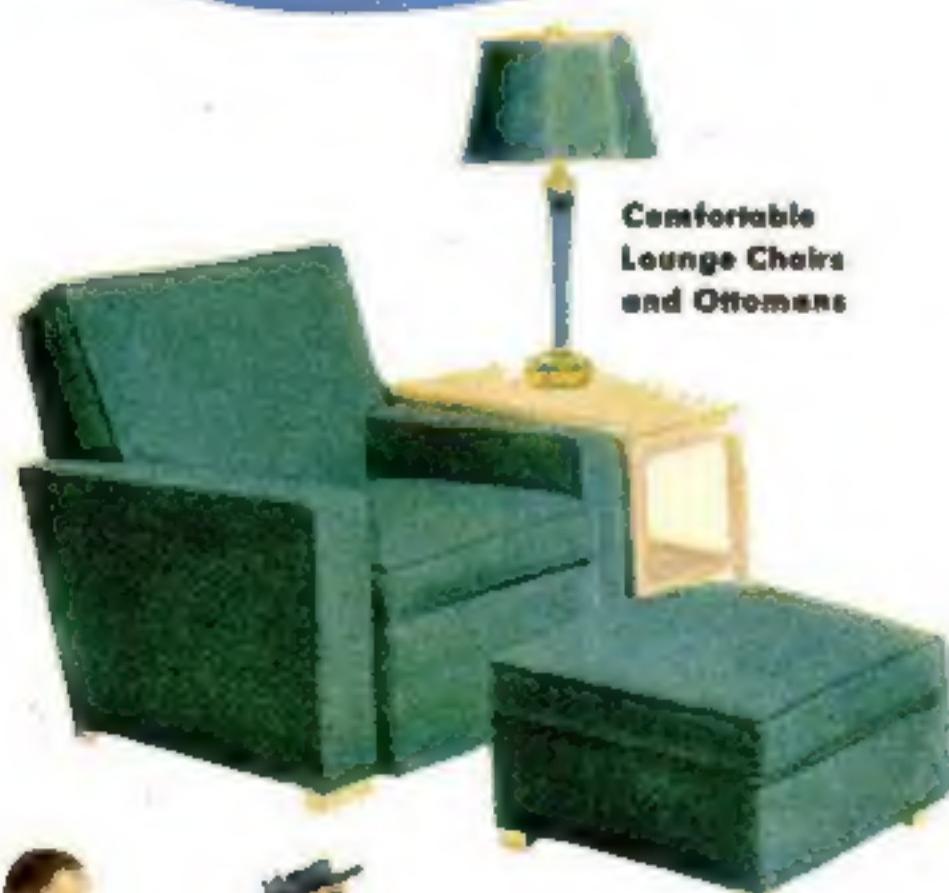
... and in thick-piled, long-wearing
MOHAIR FRIEZES in new shades

\$159.50
and up

... and in large carved pattern
BOUCLES in many of the latest colors

\$179.50
and up

Extra Matching Lounge Chair and Ottoman
(shown immediately below), if desired



Comfortable
Lounge Chairs
and Ottomans



FAMOUS KROEHLER HIDDEN QUALITIES • EXPERT CRAFTSMANSHIP

See many other new styles



Smart Club Styles



Re-arrangeable
Sectional Groupings

WORLD'S LARGEST FURNITURE MANUFACTURER

August Furniture Sale!



GENUINE HARDWOOD FRAME • LUXURIOUS COIL SPRING SEAT and BACK

available at attractive prices!



New Half Sofas

Now going on

COAST-TO-COAST AT YOUR

KROEHLER

DEALER

In cities . . . in towns . . . everywhere, Kroehler Dealers are cooperating to bring you these spectacular values. The result of months of careful planning—this big August Furniture Sale offers you an unprecedented opportunity to refurnish. Choose from a glorious array of styles, colors and fabrics. Every piece of Kroehler furniture is attractively priced. Visit your Kroehler Dealer today.

BUY ON LIBERAL TERMS!
SAVE ON LOW BUDGET PRICES!



Hostess Chairs



Channel-Back Suites

KROEHLER Furniture
(Say KRAY-LER)



purest soap...the surest way



to keep your cottons crisp and gay!

wash summer colors with pure Chiffon!

CRISP! COOL! COLORFUL! Chiffon keeps your pretty cottons that way *all* summer long. For Chiffon washes gently, thoroughly—removes harmful soil that soapless substitutes *can't*. And, unlike strong granulated soaps, Chiffon contains no harsh "filler" to weaken delicate fabrics. It's safe, gentle, kind as only the *purest* soap can be. No purer soap was ever made!

YOUR LOVELY HANDS never tell how busy you've been, when you use Chiffon for dishes. Chiffon actually *protects* your hands, for all-pure Chiffon Flakes contain no harsh alkali to make hands red and rough. They stay lovely as *anything* you wash in Chiffon. And Chiffon gets dishes and glassware *sparkling* bright in a jiffy. So get a big blue box of Chiffon today! *Extra* thrifty—because a *little* Chiffon goes so far!

Listen to STARS OVER HOLLYWOOD every Saturday over your CBS Station



No Purer Soap Was Ever Made

© Armour and Company, 1949

Another **ARMOUR** Product

Copyrighted material

Fast HELP for HEADACHE

UPSET STOMACH JUMPY NERVES

BROMO-SELTZER
FIGHTS HEADACHE
THREE WAYS

For fast help from ordinary headache always take Bromo-Seltzer. It fights headache three ways:

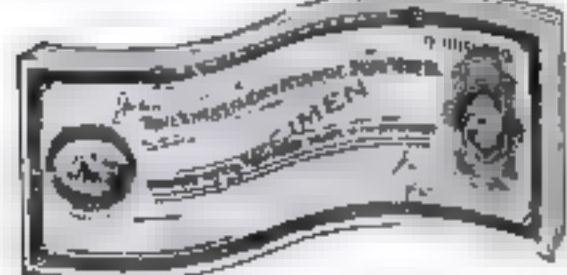
1. Relieves Pain of Headache.
2. Relieves Discomfort of Upset Stomach.
3. Quiets Jumpy Nerves.

Caution: Use only as directed. Get Bromo-Seltzer at your drug store fountain or counter today. A product of Emerson Drug Company since 1887.

TRAVELERS ARE DEFINITELY LEANING TOWARD NATIONAL CITY BANK TRAVELERS CHECKS

Here's why. They are safe and spendable everywhere and promptly refunded if lost or stolen. In denominations of \$10, \$20, \$50 and \$100. Buy them at your bank.

NCB TRAVELERS CHECKS



BACKED BY THE NATIONAL CITY BANK OF NEW YORK
First in World Wide Banking
Member Federal Deposit Insurance Corporation

LETTERS TO THE EDITORS

CONTINUED

Sirs:

Our English bulldog Wilbur was greatly interested in your illustration of brown-and-blue-eyed Norma Eberhardt. As you can see from the photograph (below), his genes got "loused up" also.

ANN HINSHAW

New Concord, Ohio



HETEROCHROMATIC DOG

WINGLESS CHICKEN

Sirs:

Now that Mr. Baumann has succeeded so well in developing a wingless chicken (LIFE, July 18), I can only hope that he will as selflessly devote himself to developing a chickless wing.

P. A. HOAGLAND

Stanford, Calif.

*Address the Editors
at 9 Rockefeller Plaza
New York 20, N.Y.*



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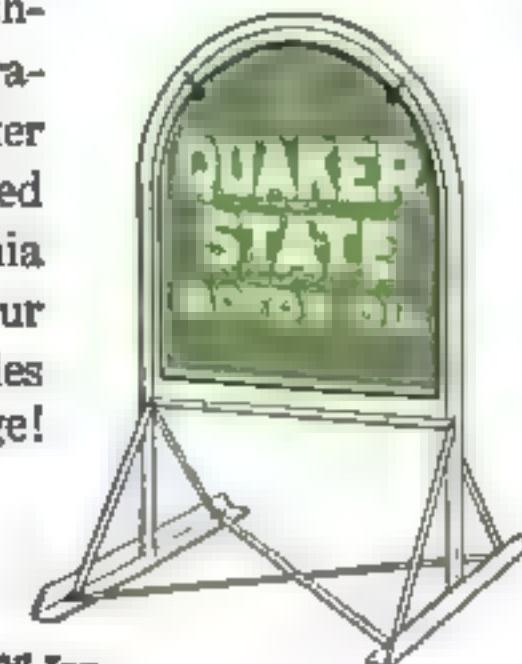
your car

"cool as a cucumber"



DID YOU KNOW that oil must play a big part in keeping the engine of your car cool? Not only by keeping friction at a minimum — but by carrying off engine heat, too.

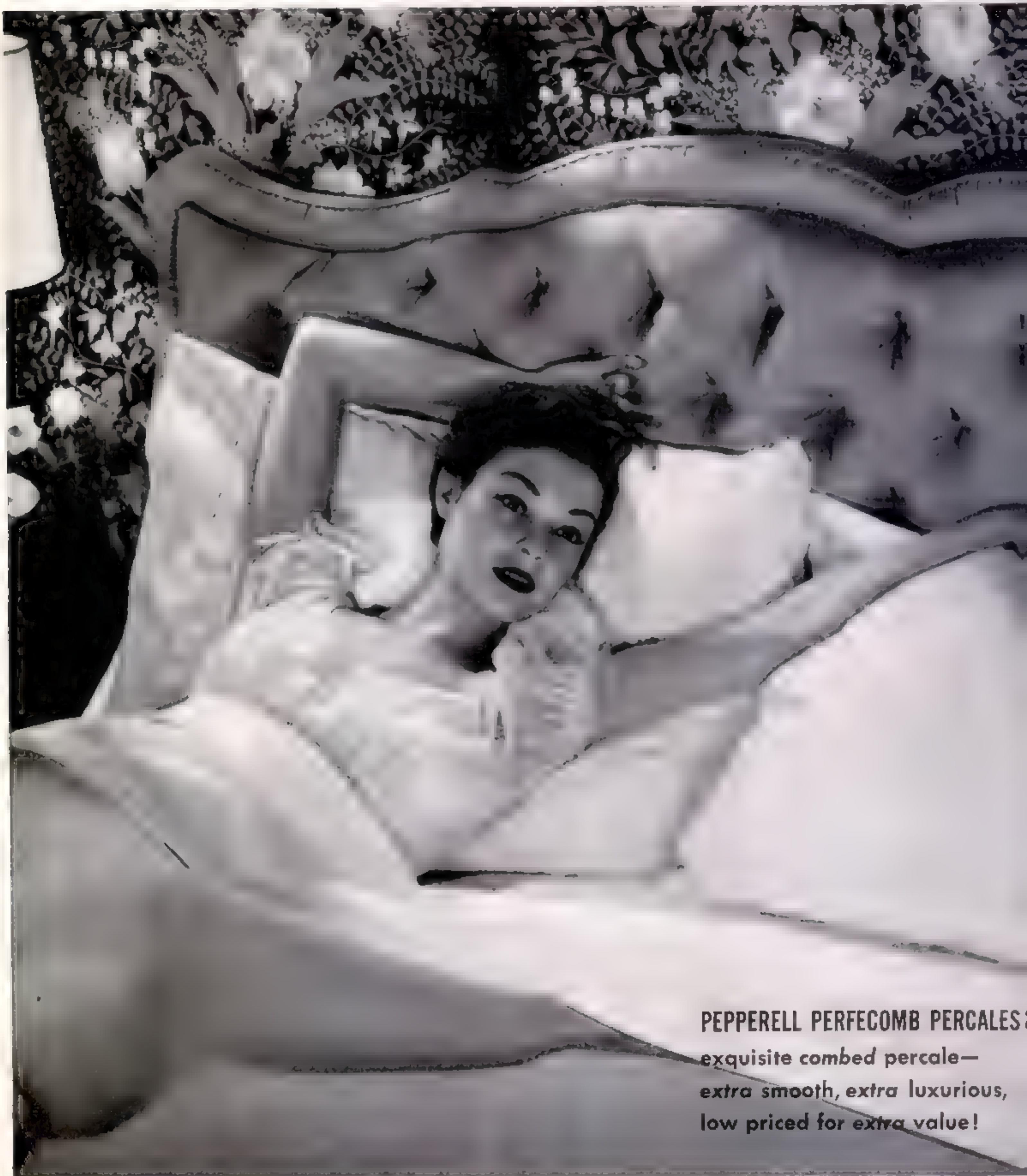
That's another good reason why you need a *high quality* motor oil — an oil that keeps its body without thinning out at high temperatures—Quaker State Oil. Quaker State Motor Oil is specially refined from 100% pure Pennsylvania grade crude oil. It will give your car more cool, more efficient miles per quart. Try it next oil change!



40¢ per U.S. Quart including Federal Lubricating Oil Tax

QUAKER STATE OIL REFINING CORPORATION, OIL CITY, PA.
Member Pennsylvania Grade Crude Oil Association

A NEW COMBED PERCALE SHEET



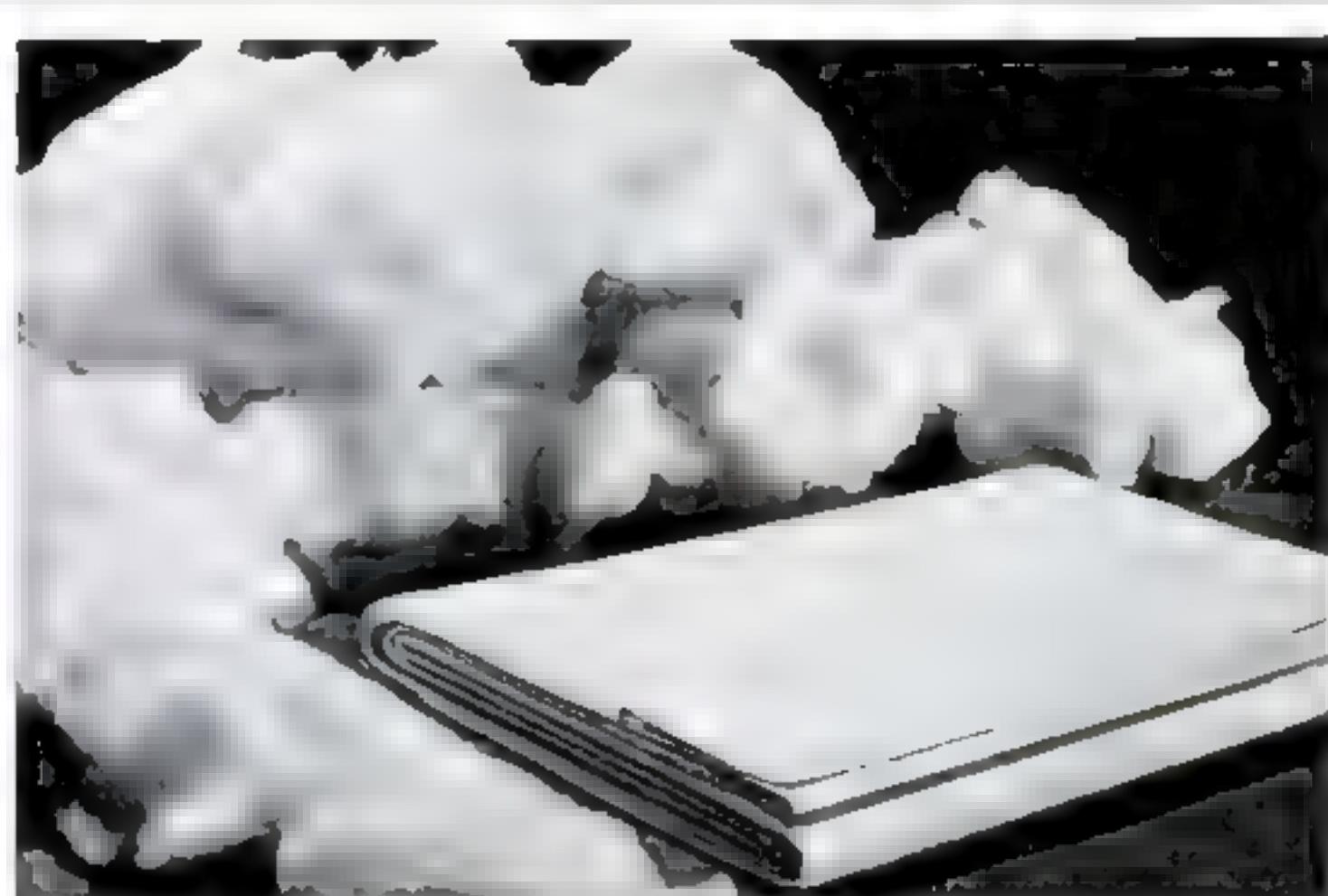
PEPPERELL PERFECOMB PERCALES
exquisite combed percale—
extra smooth, extra luxurious,
low priced for extra value!

that brings you NEW luxury,
NEW texture, NEW strength

AT A NEW LOW PRICE!



SAVE TIME AND WORK! This new popular weight combed percale is a joy on washday! Sheets this fine need practically no ironing—just hang them on the line, fold when dry, make a tight bed! And—think what light weight saves you at the laundry's pound rates, too...



PRETTY—BUT NOT GOOD ENOUGH FOR PEPPERELL. That billowy-looking fluff's the part we remove. This whole great cloud is made up of short, stubby fibres combed out of the yarn for just one sheet. What stays in? Only fine ALL-COMBED longer-staple yarn—for greater luxury, beauty.



COMBED PERCALE AT A PLAIN PERCALE PRICE! Compare the prices of fine-combed percale sheets. You'll be amazed at the value of these wonderful new Pepperell percales! You can see and feel the exceptional quality of this fine smooth percale texture!



YOU'D KNOW IT WAS A PEPPERELL! Pepperell, one of the country's largest makers of fine all-combed percales, knows how to give you extra quality at an extra low price! You'll be delighted with the strength of Pepperell combed percales, the sheets with the wear woven in.



SEE THESE LOVELY PEPPERELL COMBED PERCALES— You'll find them now at your favorite store! See the new quality, at the new low price—extra smoothness, extra value, at no extra cost! Pepperell Manufacturing Company, Boston, Massachusetts.

PEPPERELL



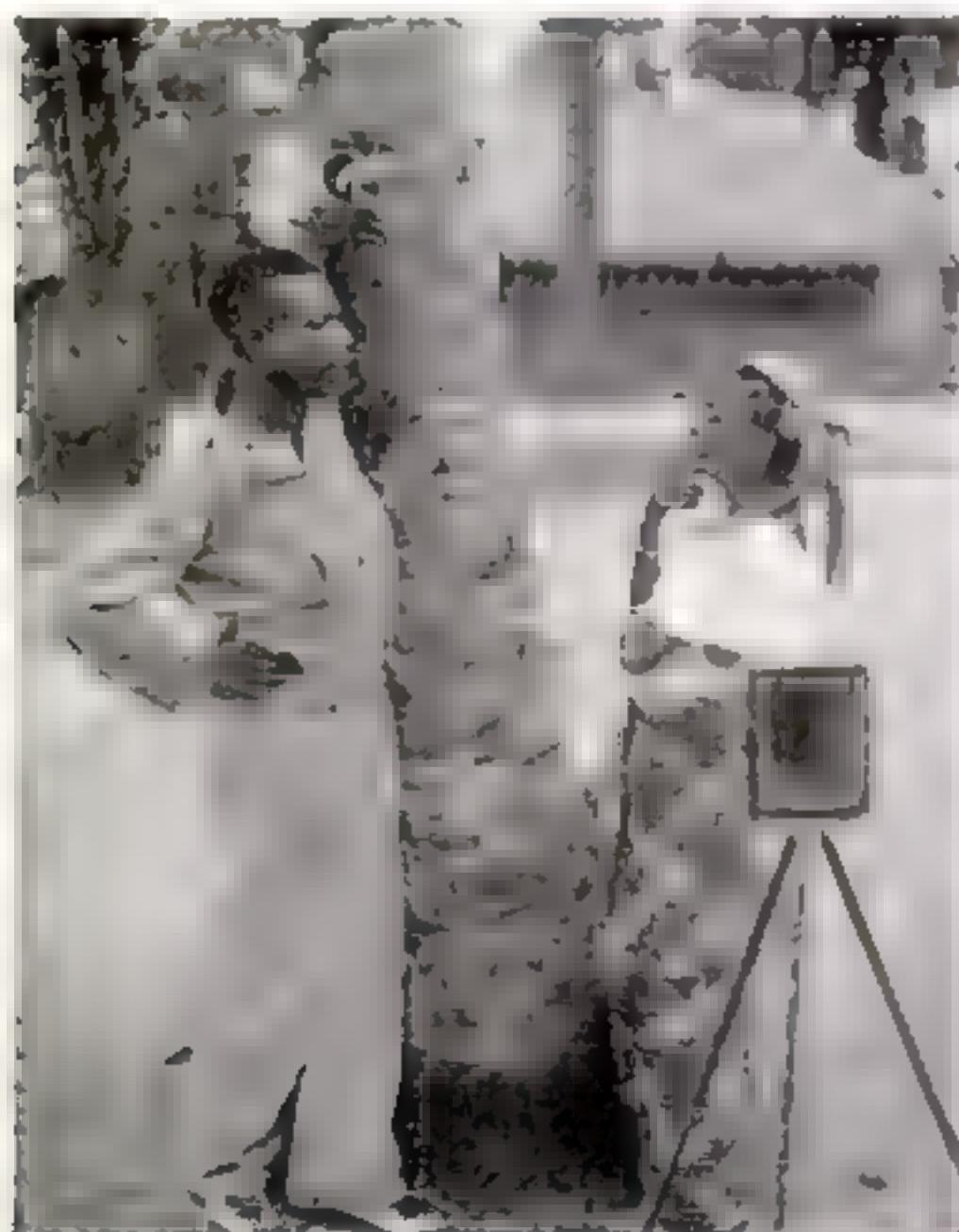
ALL-COMBED-YARN PERCALE SHEETS

In WHITE and tub-fast "PERSONALITY" COLORS



SAMPLE PICTURES ARE POSTED ON BOARD OUTSIDE PHOTOGRAPHER'S HUT, WHERE THEY CAN BE INSPECTED BY PROSPECTIVE CUSTOMERS

A NATIVE BELLE GETS HER PICTURE TAKEN



CORRECT POSE is first demonstrated by Amici to a bashful customer. Then he dictates the precise placing of the girl's feet for an artistic pose. At the last moment, as vil-



lagers watch dubiously, the film is rushed out by an assistant (center). The glass plates, while none too sensitive, are much safer in the hut than in the camera's leaky bellows.



"WATCH THE FINGER," says Amici. Customers may have a hard time taking eyes away from it.

SPEAKING OF PICTURES . . .

. . . CONGO SOCIETY FLOCKS TO JUNGLE PHOTOGRAPHER

As the only photographer in his village near Stanleyville in the Belgian Congo, Mayola Amici (above) is by far the most successful man in town. Using an ancient camera which cost him only 2,400 francs (\$7.20) and frequently needs to be repaired with adhesive tape and wax, Amici likes to pose his subjects on the village main street (below). Developing the exposed plates immediately, he makes prints before a dim kerosene lamp, washes them with water from a teakettle and dries them between bath towels. When his neighbors see the finished work (left) they are apt to regard Amici as a kind of latter-day witch doctor.

Amici was discovered by a Swedish photographer-writer team touring in Africa. After photographing Amici, they went to nearby Stanley Falls, where they got the remarkable fishing picture on the next page.



FINISHED PRODUCT is admired by its subject. Amici does a flourishing business at weddings and funerals and sells his prints for 40 francs (12c) each.



Summer's tough on your hair and scalp. Sun and water gang up to leave hair dry, brittle . . . scalp parched, flaky. That's why you need the extra protection of Vitalis and the "60-Second Workout!" 50 seconds' tingling massage with Vitalis (1) stimulates and refreshes scalp (2) prevents dryness (3) routs flaky dandruff (4) helps check excessive falling hair.



Now look what 10 seconds' combing does for your hair! Neat . . . set to stay in its handsome place . . . its good looks protected from sun and water damage. No "patent-leather" shine—Vitalis contains no greasy liquid petrolatum—just pure, natural vegetable oil. Get Vitalis at any drug counter. Get your hair and scalp conditioned for summer!



Product of Bristol-Myers

P. S. Your barber knows how to protect hair and scalp from the damaging effects of sun and water. Ask him about Vitalis and the individual, sanitary Sealube application. *Vitalis and Sealube are Bristol-Myers trade marks*

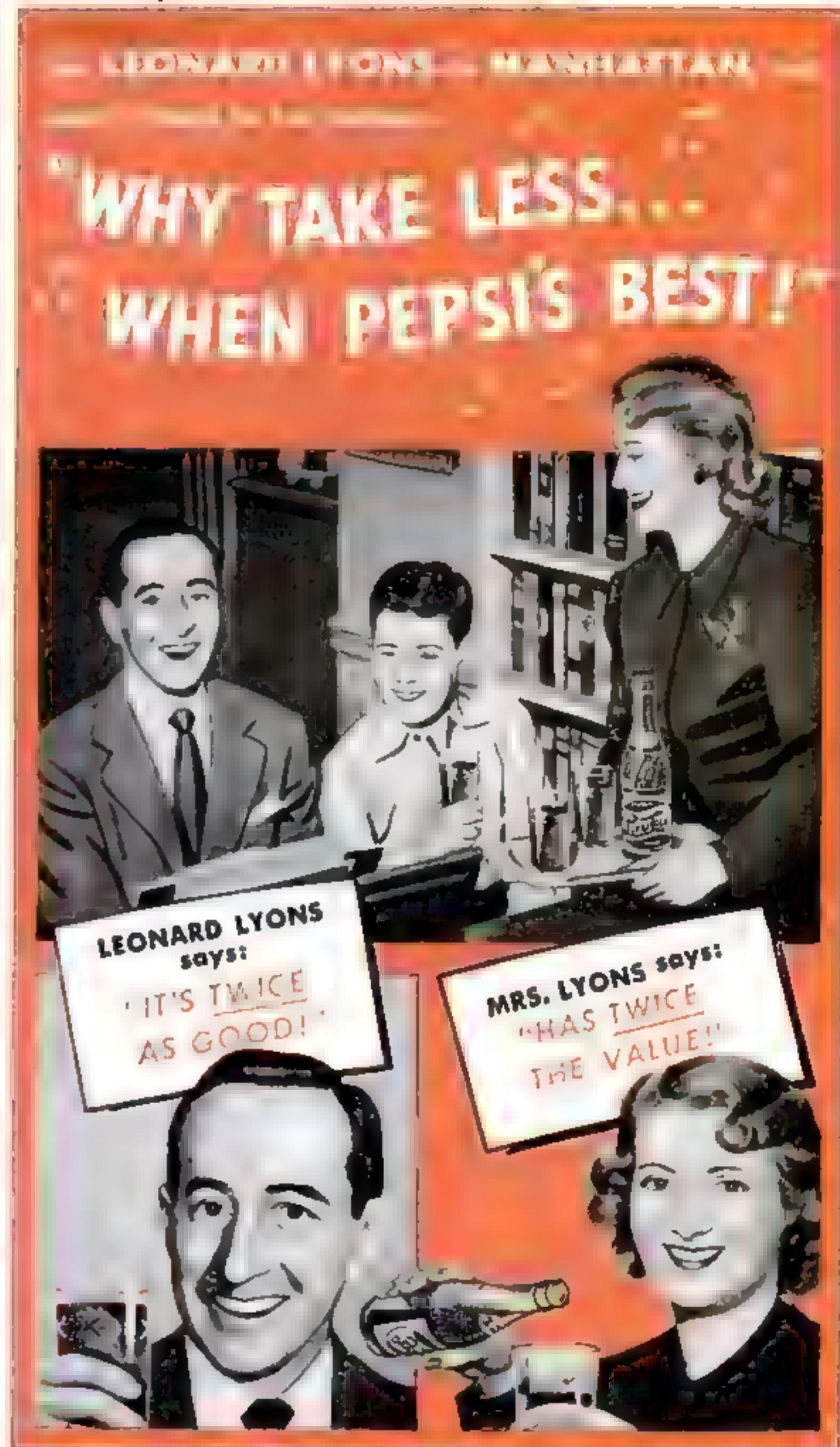
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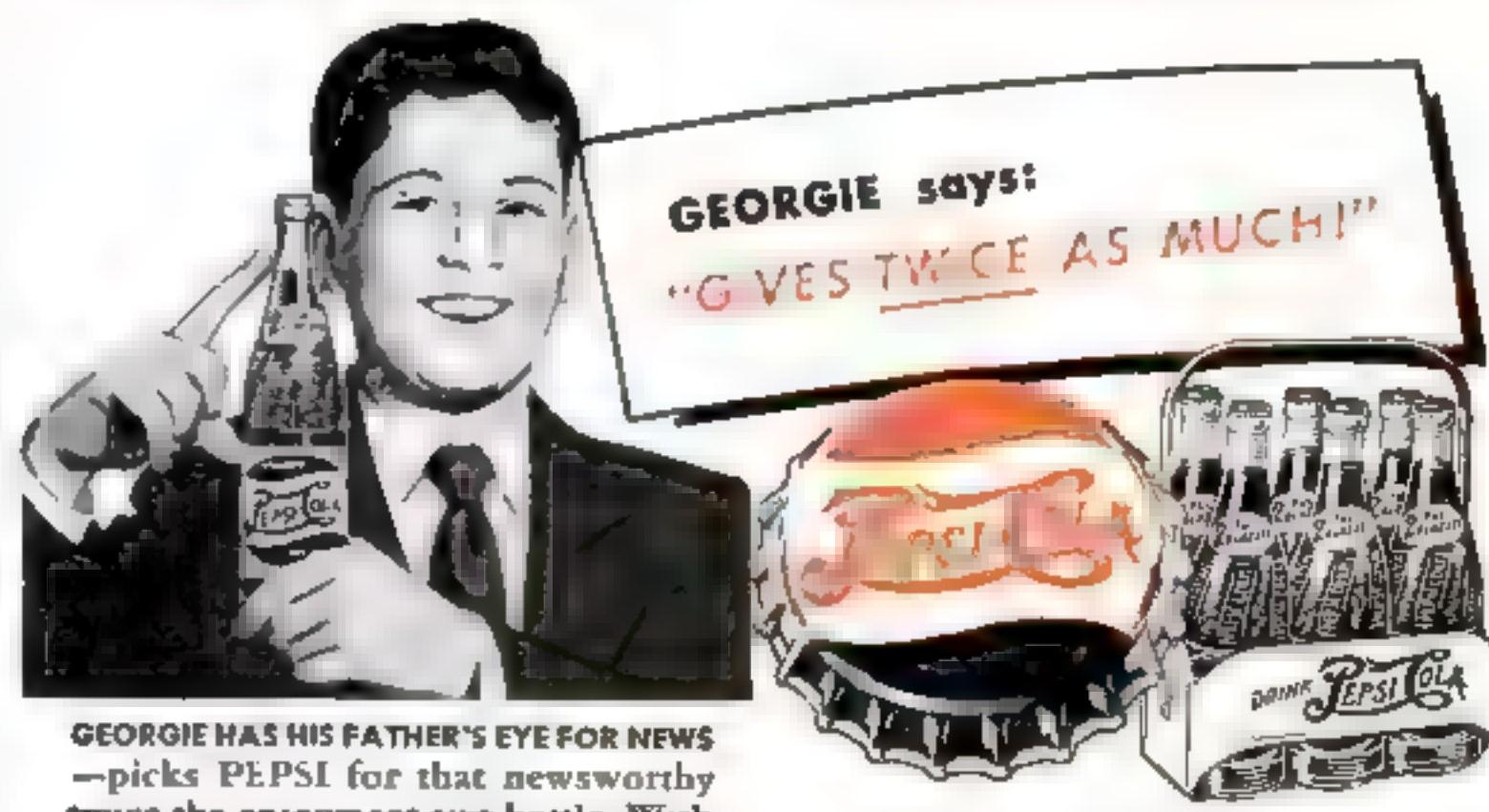
AT STANLEY FALLS on the Congo River the team of Lennart Nilsson and Svante Löfgren, who got the pictures of the jungle photographer on pages 12 and 13, found these enterprising fishermen. The natives catch fish in large funnel-shaped traps (foreground) hung from weird framework and sell them to weaker tribes down the river. But one slip on the jutting rocks can suddenly send a man to his death over the dangerous falls.

No. 86 in Pepsi's Album of Real American Families



NO ONE KNOWS MORE of the world's famous names than columnist Lyons. So it's no surprise that he picks PEPSI —because the Pepsi name has been famous for quality for years!

LIKE EVERY GOOD HOSTESS, Mrs. Lyons believes in being generous—but thrifty. It's easy with PEPSI . . . for the savings on just a few cartons actually pay for party "snacks".



GEORGIE HAS HIS FATHER'S EYE FOR NEWS —picks PEPSI for that newsworthy twice-the-enjoyment size bottle. With all young America, that 12-oz. bottle of PEPSI gets the vote.

**GET 12 FULL GLASSES
IN THESE 6 BOTTLES!**

TUNE IN "COUNTER SPY"—thrills, excitement. Tuesday—Thursday Evening, your A.B.C. station

Fastest, Smoothest, Safest Shaves Ever!

ONLY EVERSHARP-SCHICK IS PRECISION-ENGINEERED
FOR PERFECT TEAMWORK BETWEEN ITS RAZOR AND BLADES!

GREATEST BLADE
EVER MADE!

MADE ONLY BY EVERSHARP-SCHICK
... it's STRONED! Not just honed—but both honed and
stropped on 30 feet of leather! Stays sharper
longer... gives far better shaves—for more shaves per blade!
20 BLADES ONLY 73¢—12 BLADES ONLY 49¢



Banished Forever—Your 4 Biggest Shaving Nuisances!

1 FINGERS NEVER TOUCH THE BLADE! So you can't cut fingers. Insert Automatic Blade Changer—Push, pull—click, click! New blade is locked in correct position!

2 NOTHING TO TAKE APART! And nothing to put together! No awkward twisting or turning. To clean your Eversharp-Schick—simply rinse under faucet, shake, put away.

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and BLADES

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TUNE IN
SUNDAY NIGHT

"Take It Or Leave It"
starring Garry Moore, NBC
"Stop The Music"
starring Bert Parks, ABC

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LIFE'S COVER

Two years ago Deborah Reynolds was working as a clerk in a food store in Westport, Conn. But at that time one of Westport's many artists "discovered" her and used her as a model. Now, at 20, she is a professional model. Like most of the other successful residents of Fairfield County (pp. 74-83), she commutes to New York City. The model agency she works for catalogues her as the "wholesome American type." Miss Reynolds' straw hat, its edges deliberately and carefully lacerated, is what "everybody in town wears." She even keeps it on while swimming.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources, credit is recorded picture by picture (left to right, top to bottom) and line by line (lines separated by dashes) unless otherwise specified.

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Scientific Research Indicates You Now Can Safely and Effectively Help

Prevent Tooth Decay

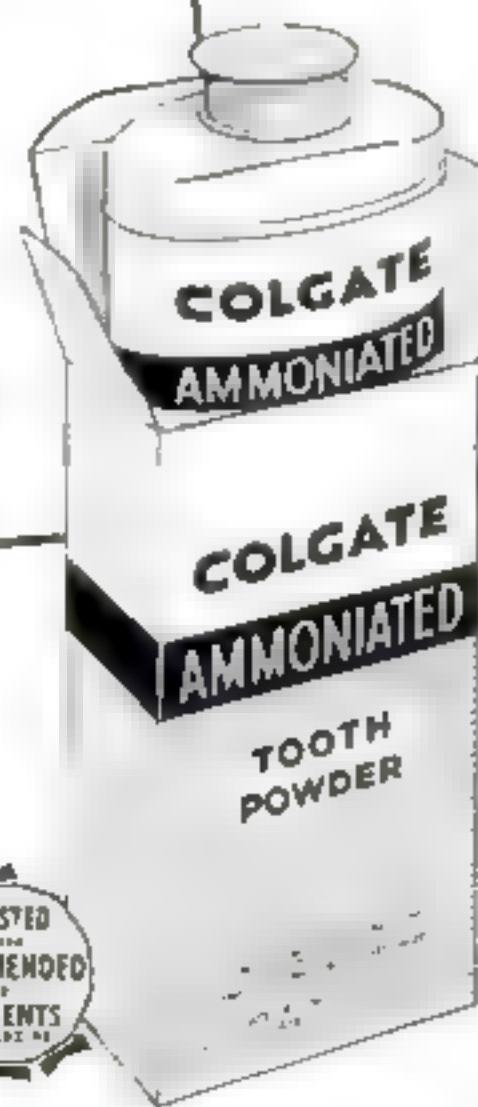


3 Definite Benefits To Help Prevent Tooth Decay

1. Colgate Ammoniated Tooth Powder helps neutralize destructive mouth acids considered by many dental authorities a leading cause of tooth decay.
2. It inhibits growth of acid producing bacteria Lactobacillus Acidophilus, in the mouth.
3. It helps dissolve and remove from teeth gluey film in which acid producing bacteria thrive.

*Big 4 oz. Can
ONLY 43¢*

*Also 2 oz. Size—25¢
—At Any Drug or
Toilet Goods Counter*



With the New

COLGATE

Ammoniated Tooth Powder

Colgate's Revolutionary New Dentifrice

Helps Prevent Tooth Decay as It Cleans Your Teeth...

Has a Refreshing, Minty Flavor You'll Enjoy!

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Simply by brushing your teeth regularly with wonderful new Colgate Ammoniated Tooth Powder, you can help prevent painful tooth decay... can help your whole family avoid the needless pain, worry and expense of new cavities.

WHOLE FAMILY NEEDS IT!

Colgate Ammoniated Tooth Powder is a product of Colgate's own unceasing research—the finest dentifrice you have ever used. Based on a formula developed by University of Illinois scientists, it contains the wonder-ingredients: Dibasic Ammonium Phosphate and Carbamide. This formula combats a leading cause of tooth decay... gives you three amazing benefits that help prevent tooth decay before it starts. Helps youngsters, who suffer greatest tooth decay damage, to reduce cavities and keep teeth looking their best longer.

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Youngsters Love Its Flavor. New Colgate Ammoniated Tooth Powder formula tastes refreshingly minty. Leaves mouth sweet-tasting after taste. An acre of taste has been tested and approved by thousands of young people.



Dentists Themselves Use and Recommend Ammoniated Dentifrices as an effective way of controlling tooth decay. Because they are formed, and to safeguard mouth health, be sure to visit your dentist regularly.

COLGATE

AMMONIATED TOOTH POWDER

With a Flavor the Whole Family Will Enjoy



A "FISHING" JUNK ARMED WITH FIVE OLD CANNON (ONE VISIBLE BETWEEN MASTS, ANOTHER NEAR STERN) LEAVES MACAO HARBOR WITH PATCHWORK SAILS HIGH

MACAO A DREAMY OLD COLONY WHOSE SMUGGLERS PLY THE CHINA COAST FLOURISHES AS RICHEST TRAFFIC CENTER OF WORLD GOLD TRADE

Out of the tiny Portuguese Colony of Macao on the south coast of China last week there moved a strange, rich traffic. Great teak-decked Chinese junks like the one above, armed like 19th Century men-of-war, sailed eastward along the lacy coast to Hong Kong or sought out coves for guarded rendezvous. Their business was an open secret of the Orient—smuggling gold. In the past year, as trouble has multiplied in China, Macao has become the

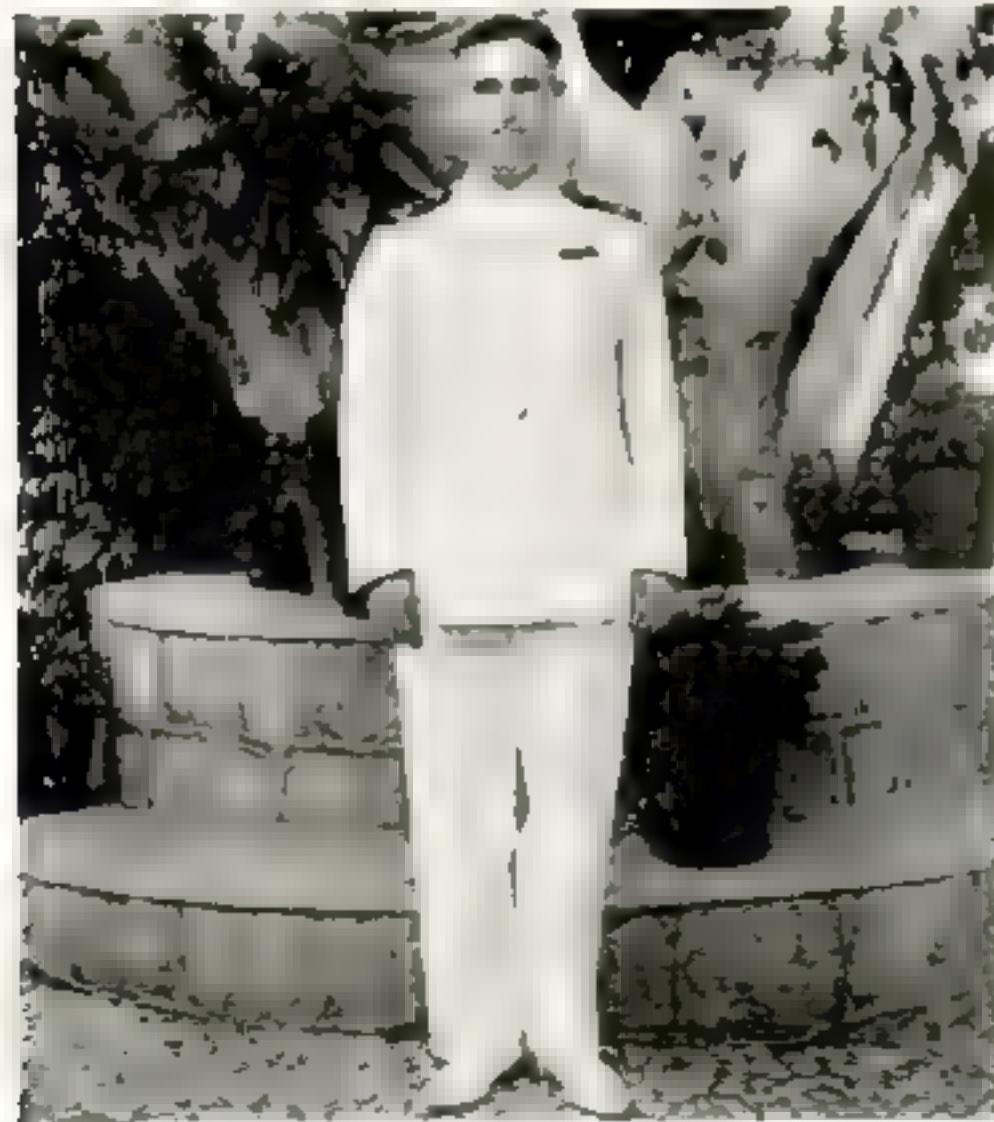
busiest transfer point in the world for gold. Into Macao each month pours about \$27 million worth. It is legal to import gold, but because of restrictions by Macao's neighbors it has to be smuggled out. The profit comes in the fact that the people of Asia, grasping at whatever security they can, are paying the world's highest prices for gold.

Macao's own citizens call the endless string of junks stretching from Macao's harbor to the hori-

zon (pp. 22, 24) "the golden chain linking Portugal with China." But the flamboyant four century-old colony is not comfortable even with gold. It was an escape hatch for many Chinese and Allied civilians in the war and may become so again as the Communists move south. Last week the Portuguese government sent 1,400 new troops to reinforce Macao's garrison of 1,000, a mere token force but yet a reminder of a once great imperial power.



SHOP SIGNS ALONG MACAO'S MAIN STREET INDICATE THE CHINESE DOMINANCE IN POPULATION AND BUSINESS



GOVERNOR GENERAL is handsome Albano Oliveira, who wears the uniform of Portuguese lieutenant commander as he stands in his garden beside a banyan tree.



REAL RULER is Malav-Chinese Dr. P. J. Lobo, Portuguese citizen who controls all gold imports. Amateur composer, he directs his own operetta, *Cruel Separation*.



AT BELA VISTA HOTEL OVERLOOKING MACAO HARBOR



GAMBLING TOURISTS from Hong Kong play "three dice game" at Macao's Central Hotel, which also has fanning tables for devotees. The government shares in profits.



TEATIME PATRONS DANCE ON THE TERRACE TO MUSIC BY FILIPINO SWING BAND

IT IS CITY OF GAMBLING AND GAIETY



Macao was the place where white men got their first firm foothold in Asia. Portuguese colonists founded it in 1557, 60 years after the great explorer Vasco da Gama rounded the Cape of Good Hope and sailed into the Indian Ocean. In the 19th Century at Macao a pioneer missionary, Robert Morrison, translated the New Testament into Chinese and wrote a Chinese-English dictionary that helped bring China and the West to friendly terms. The first American treaty with China was signed at Macao in 1844 by the U.S. Commissioner there. Portuguese poets sang of the

colony's charm, and some still call it "City of the Name of God." Its ways are far from godly, however. Tourists have long called Macao "the Monte Carlo of the East" for its gambling (*left*). Its other diversions (*right*) included legalized opium sales (a government monopoly) until 1945 when it was finally outlawed. About 97% of its citizenry is Chinese, but its governor (*left*) is Portuguese. The gold-plated economy of the colony (which otherwise relies on fishing and the manufacture of matches and firecrackers) is in the hands of a wiry little Chinese-Portuguese named Lobo (*left*), who writes music to get his mind off gold.



GLOOMY ALLEY running off the Rua da Felicidade is in district noted for opium dens and prostitution. It is reserved now for Portuguese soldiers and sailors who come seeking relaxation. In the glow of a door light a dark-haired girl chats with a friend.



IN THE DYING LIGHT OF A SPECTACULAR DUSK, SMUGGLERS' JUNKS ROUND THE LOW, ROLLING SOUTHERN TIP OF MACAO (RIGHT), READY FOR THE NIGHT'S WORK

SMUGGLING JUNKS SAIL WITH GOLDEN CARGOES FROM MACAO'S CELLARS

These pictures of the inner sanctums of the Macao gold syndicate (*halou*) are a newsbeat for LIFE Photographer Jack Burns and Correspondent Roy Rowan. Wrote Rowan: "Gold is good in Macao, but even though the entry and sale of gold is legal, the word is rarely mentioned publicly. The trade flourishes in the secrecy that surrounded the opium traffic. Nobody likes to admit that the key to trade is smuggling. Businessmen only confide with a wink that 'gold is our invisible export.' " With another wink

two Chinese bankers asked Burns and Rowan, as they were leaving Macao, to remain anonymous: the dollars of Tai Fong Bank, where the gold is received in \$22,000 bricks and melted into small bars each worth from about \$30 to \$500.

The legal part of Macao's gold business rests from the fact that Portugal did not sign the Bretton Woods monetary agreement, which tied most nations to a world price of \$35 an ounce. With China clamoring for gold, Portugal decided to play

MACAO GOLDSMITH WEIGHS AN INCOMING SHIPMENT OF GOLD WORTH \$990,000



IN THE SECOND STEP THE LARGE BRICKS ARE MELTED AND CAST INTO LONG, THIN BARS





SOME MOVE EAST TO HONG KONG, OTHERS WEST AND SOUTH ALONG THE CHINA AND INDO-CHINA COASTS, TO MARKETS WHERE FRIGHTENED MEN PAY WELL FOR GOLD

the open market. Free gold from all over the world is drawn to Macao by the China price—about \$50 an ounce. Usually it is ordered through New York brokers, paid for before delivery in U.S. dollars and flown in. The last lap from Saigon or Manila is made by flying boats—one of which cracked up near Hong Kong two years ago and scattered \$2 million worth of gold across the startled countryside. On each of the 300,000 ounces arriving in Macao in an average month, the government collects about 60¢ duty.

Chinese standards permit Macao's processors to take a small slice off the gold. It arrives as 99.6% pure bullion, then is diluted with enough silver to give it the 99% purity required by the China market. Buyers by the thousands purchase gold over the counter, but it soon finds its way into the hands of harbor coolies and the secret crevices of junks. Moving one ounce of gold 35 miles from Macao to Hong Kong pays the smuggler a dollar.

Despite the rewards the trade is dangerous. It

sometimes ends in death and often brings gun fights with Chinese customs agents or pirates. These China pirates are bloodthirsty and efficient. Three years ago some of them pulled up the Hong Kong-Singapore cable under the very guns of the British ship guarding it and sold the copper for scrap in Macao. Last year Macao gold smugglers boarded a flying boat for Hong Kong, tried to capture it in flight and succeeded in killing 22 people, in the only recorded case of air piracy in commercial aviation history.

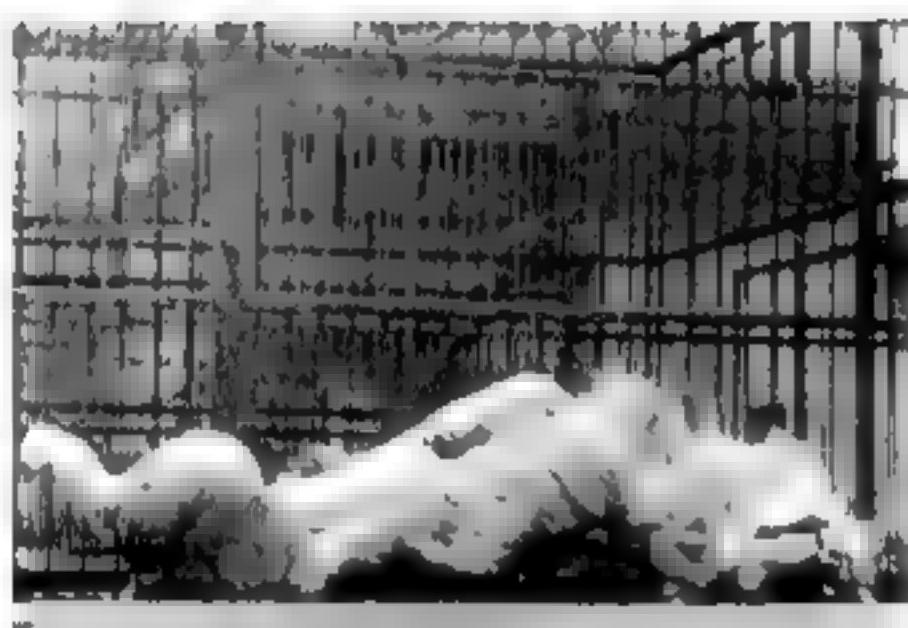
THREE MEN, USING CHINESE TYPE (LEFT) AND PRECISE WESTERN SCALES, WEIGH THE BARS



UPSTAIRS, PUBLIC BUYS GOLD OVER A COUNTER OF THE TAI FONG BANK



SCHOOLS AND STATISM



CRAZY LIKE A LION

We admire the gentleman pictured above and commend his posture to all right-thinking citizens. He is Leo, a lion of London, and he is adjusting himself to the summer heat. We also admire Skipper, the terrier pictured on the opposite page, who deposited himself in a tub of water near Rehoboth Beach, Del., and stayed there for hours on end. In fact we are in a state of inclusive admiration for all the animals and people to be seen in this issue in attitudes of constructive ease. We wish that we had the sense to place ourselves at total ease, and that the disputants in the large matters discussed in the columns to the immediate right could do the same. We are afflicted with the thought that in this event there would be no wage negotiations, no arguments about federal aid to education, no editorial page, no LIFE of Aug. 8, and that the world just possibly might survive. We are in crazy tune with Columnist Robert Ruark, who in ducking the serious subjects of the day wrote last week, "It is merely too insufferably, unbearably, painfully, sweatfully, swelteringly, stiflingly, oozingly, utterly, humidly hot."

It sure is.

Francis Cardinal Spellman, the Roman Catholic Archbishop of New York, has been ill-advised in some of his recent utterances. The cardinal has called a congressman who differs with him an "apostle of bigotry." He said last week in a violent public letter to Mrs. Eleanor Roosevelt that in her newspaper columns she has proved herself "ignorant" and "anti-Catholic." The result has been a sudden rankling between Catholic and non-Catholic, an ugly flare of feeling which if continued can do nothing but harm. We have no wish to prolong the unhappy controversy between Cardinal Spellman and Mrs. Roosevelt, and it may well close with the last sentence of her letter in reply to his, "The final judgment, my dear Cardinal Spellman, of the worthiness of all human beings is in the hands of God."

However the issue which moved Cardinal Spellman to speak in such terms will not end with the controversy of the past week. The continuing issue turns upon the proposal to appropriate federal funds for the aid of grade-school and high-school education. The question agitating Congress is whether to leave the disposal and use of such funds entirely to the discretion of the states, as Senator Robert A. Taft proposes; to require the states to allot a share of federal money to Catholic parochial schools, as Cardinal Spellman and Catholic spokes-

men in Washington insist; or to tell the states that they must not share federal funds with private or church schools of any kind. Catholic pressure has been effective, and last week it looked as if no bill could be passed unless it directed the states to allot a portion of federal funds to parochial and other private schools.

Most of the debate thus engendered has been in terms of "separation of church and state." We recognize that there exists for Protestants no less than for Catholics the serious problem of how their children are to be brought up as Christians if their education is left to schools from which religion is excluded. This problem simply has not been faced. Nevertheless we submit that at this stage the debate should be shifted to another ground. Here we stand with Senator Taft. He is right for the right reasons. He is not against Catholic or other private education. He is against an unnecessary and dangerous extension of federal power. So are we. The federal government has no business telling the states what to do or what not to do in this matter. We hold that any bill or proposal requiring a congressional directive to the states on popular education would be an instrument of federal centralism, a long step toward national statism.

For discussion of another route to the same disastrous end, see the editorial below.

STEEL AND STATISM

U.S. Steel Corp. and the C.I.O. steelworkers' union are busily clubbing each other in the presence of a presidential board in New York. This is the board set up by Harry Truman, in open collusion with C.I.O.'s Philip Murray, to find "the facts" and recommend action on the union demand for pensions, more insurance benefits and a fourth-round wage increase—an increase which, if granted, will set the pattern for others throughout industry in this recession year.

Behind the current demands in steel and other manufacturing industries there is an issue which worries us a lot more than the doubtful capacity of business to pay higher wages in the midst of a recession. The issue is, once again, the proper role of Government in American society.

Readers who think we are reaching for trouble are referred to a document published in Washington last month by Robert R. Nathan Associates, Inc., under the resounding title *A National Economic Policy for 1949*. Economist Nathan is the C.I.O.'s statistical front man. His magnum opus is studded with warm references to "this free economy"; the National Association of Manufacturers could not have produced a better argument for the reduction of taxes that hamper enterprise. However we are not impressed by these passages. We pay more at-

tention to contrary passages such as the following (with our italics): "Steps should be taken *when business is good* to assure solid and sound relationships in the economy. . . . To the extent that private initiative *will not* or *cannot* undertake such responsibilities, *government must use its authority to accomplish what is needed*."

There you have it: if U.S. enterprise cannot always pay ever rising wages, grant ever increasing benefits and sustain ever expanding "full" employment, Government must step in and see that it's done willy-nilly. It is one thing to say, as most Americans say nowadays, that Government can properly do a great deal to prevent or offset bad times and encourage good times. It is another thing to say, as the Nathan-C.I.O. ideologists are saying, that Big Government must guarantee perpetual prosperity. For Government, in order to guarantee it, must in the end control the whole of economic life. There, in the assertion that Government can and should do so, is the philosophy behind the recent statements and acts of such a good Labor democrat as Philip Murray. And there, whether or not Mr. Truman knows it, is the philosophy behind the President's indiscriminate benevolence toward Labor.

There is the wide, the beguiling road to complete statism in America.

PICTURE OF THE WEEK



A TERRIER NAMED SKIPPER
ON THE BEACH AT
THE OCEAN CITY
SUNSHINE



HUGE SELF-PROPELLED 240-MM. HOWITZER, HERE TRANSPORTED ON 100-TON SEMI-TRAILER, THROWS 350-POUND SHELL AND IS BIGGEST MOBILE PIECE IN U.S. ARMY



CHIEFS OF STAFF Navy's Denfeld (left), Bradley and Air Force's Vandenberg leave for survey trip to Europe immediately after a joint appearance before House committee.

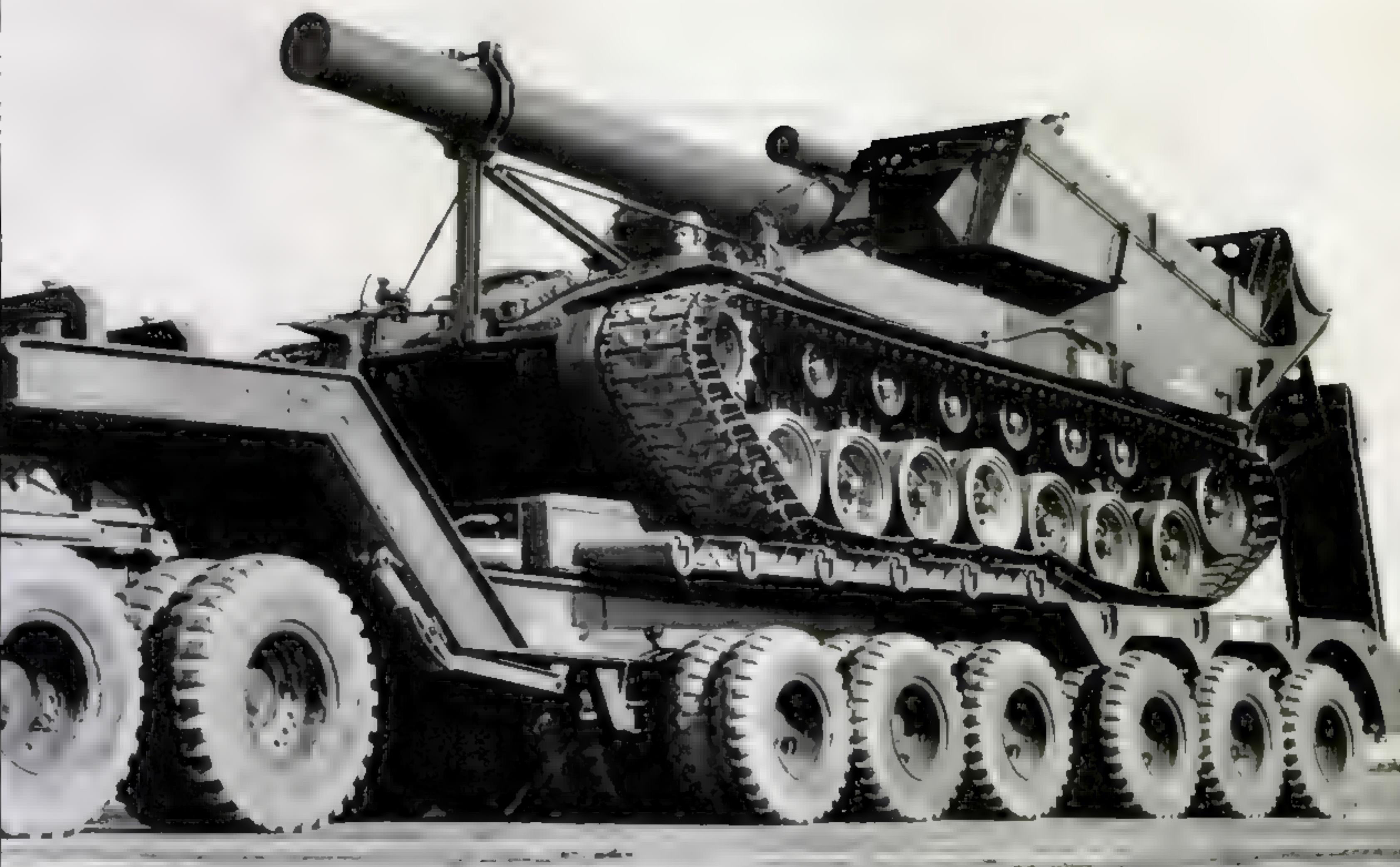
ARMS FOR EUROPE

The top brass of the U.S. comes up with a program to defend Europe with revitalized European armies

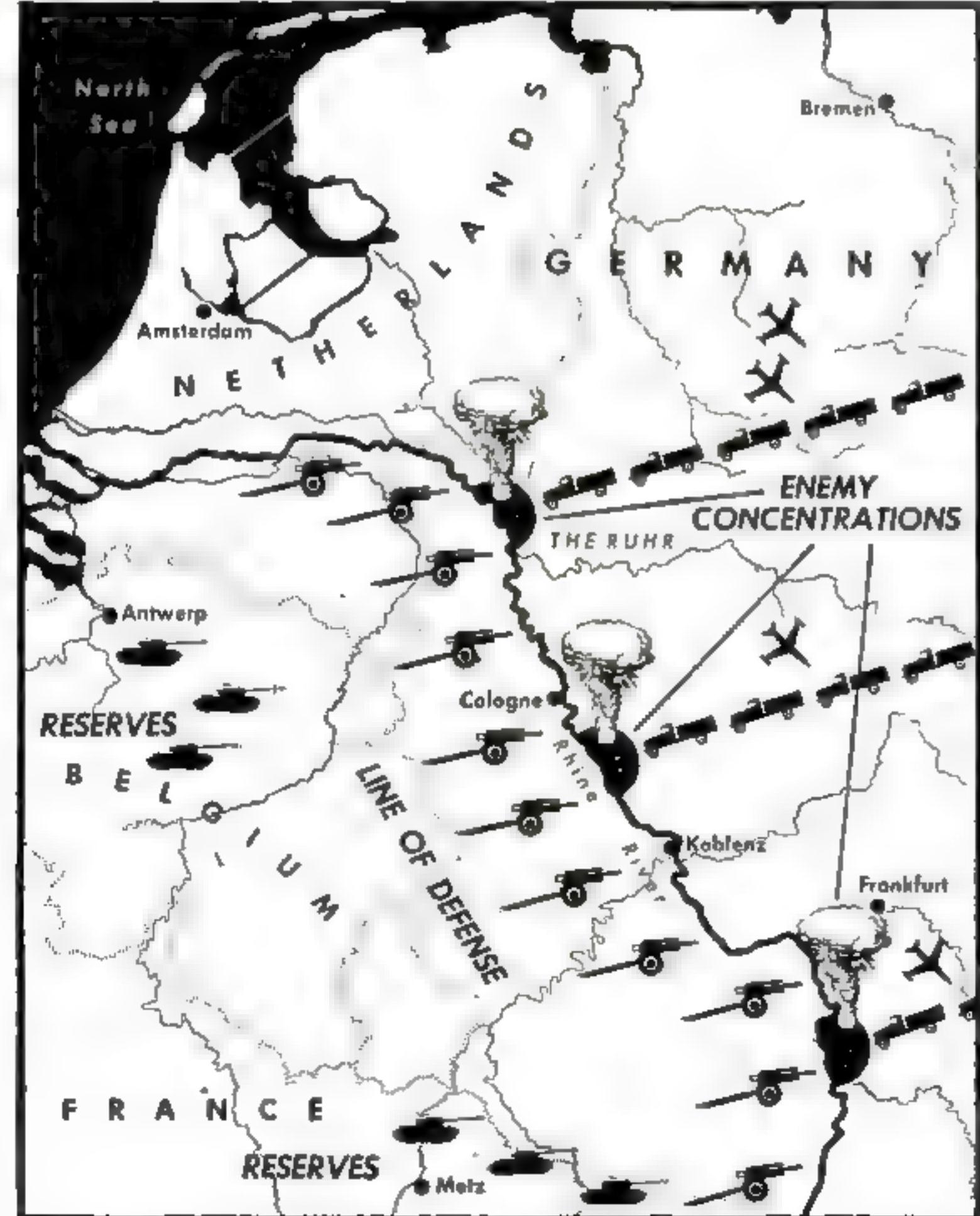
Last week the chiefs of staff of the U.S. Army, Navy and Air Force marched together up Capitol Hill to present to the House committee on foreign affairs a new concept in U.S. military thinking. Joining with Secretary of State Dean Acheson in the opening debate on President Truman's \$1.4 billion program for military aid to back up the Atlantic Pact, they told the U.S. that there was an immediate way—militarily—to contain Communism. They added that time was wasting. Said Acheson, "When political aggression fails, totalitarian regimes often are tempted to gain their objectives by military means. . ." Said Defense Secretary Louis Johnson, "Our security depends first on our own strength, and second on the strength of our allies." But it was General Omar Bradley who outlined basic strategy. In the face of generally accepted theory that Russia's 175 active divisions could sweep unchecked to the Atlantic seaboard, he advocated a program for the defense of Europe on Western European soil, with Allied navies keeping sea lanes open for reinforcements.

Behind the thinking of the military was the contention that the west bank of the Rhine could be held by 25 to 30 re-equipped and revitalized divisions of European soldiers. To force a quick crossing, Russia would have to concentrate her armies, so that her 1,000-mile supply lines would be vulnerable to tactical air attack and her Rhineside concentrations of men and matériel to destruction by U.S. atomic bombs (map). At the very least it would not leave Western Europe supinely inviting aggression, and it demanded a rearment program with U.S. equipment and U.S. dollars.

Committee members listened respectfully. Few doubted the need; some were appalled at the cost; others questioned the efficacy of an over-all Western defense. Whether the full amount asked would be passed was doubtful. But the chiefs of staff, having spoken, took off still later for a survey of European military possibilities, leaving behind them for public discussion the question that has been bedeviling the Washington mind for months: "What assurance does anyone have that Russia won't decide to launch a sudden attack against us?"



IT IS SORT OF EQUIPMENT EUROPEAN ARMIES WOULD LOVE TO HAVE, BUT IMMEDIATE AID IS MORE LIKELY TO COME OUT OF ARMY SURPLUS FROM WORLD WAR II



MASSED AT THE RHINE, Soviet armies would be highly vulnerable to air attack. Concentrations could be atom-bombed, long supply lines pounded by tactical forces.



KEYSTONE OF DEFENSE is reorganized, revitalized French army. Under General de Lattre de Tassigny, it could evolve into a highly mobile force if given modern arms.



STUNT FAILS

Parachutist Arthur Smith was about to jump for the crowd at Three Rivers, Mich., when his chute tangled with the tail. The plane lived for earth, dragging Smith with it like a streamer. At the last second the pilot bailed out (*top*), but Smith was killed.



BASEBALL BRAWL

During a game between the teams of Toledo Rapids (lower) and Keweenaw (right) — better start an argument with the catcher! Three brawls broke out, and a pitcher wound up in a stranglehold (*above*). *The Star-Spangled Banner* broke it up.



END OF A CHURCH

In the old parish church of La Malbaie near Murray Bay, Canada, a midmorning funeral service had ended July 26 when a fire swept through the structure. The tin-sheathed tower withstood the fire for a half hour, finally fell (*above*).



TRIUMPHANT PANTHER

Jackie (*above*) is a battle-scarred inmate of an animal show touring the west. On July 21 a small, ill-advised ape somehow got into his cage. One swipe from Jackie (widely reported as a 2½-hour battle) and the ape had to be shot.

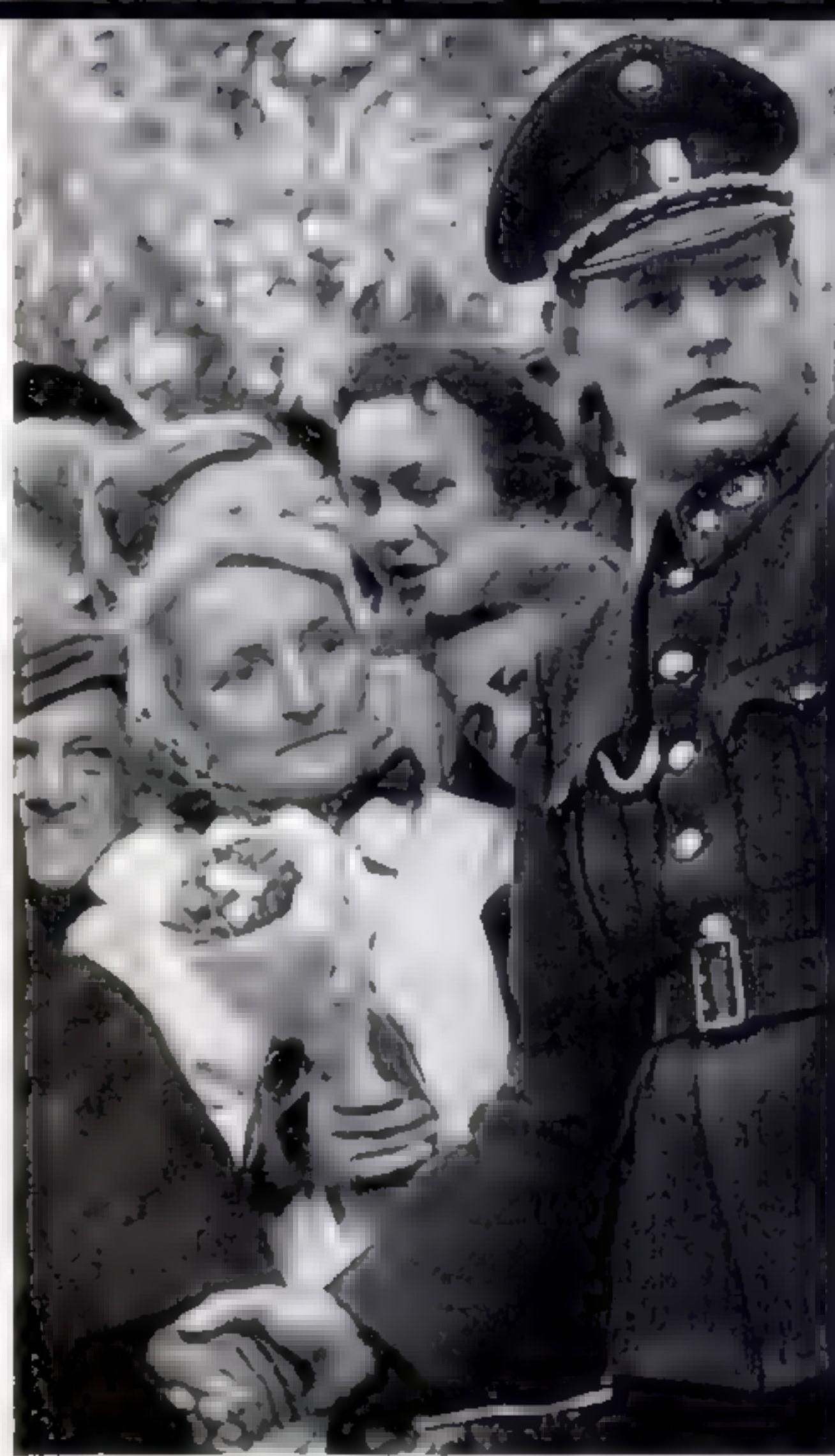
VIKINGS LAND AGAIN

On the 1,500th anniversary of the year Hengist and Horsa invaded the British coast, a Viking ship set sail from Denmark to Broadstairs, England. It arrived two days early. But its welcome was impressive nevertheless. (*below*).





BEHIND THE CLASPED HANDS OF A POLICE CORDON TEARFUL WOMEN WAIT TO FIND THEIR MEN



ANXIOUS CROWDS PRESS INTO THE STATION SQUARE AS TRAIN



A MOTHER holds up snapshot of her son to see if new arrival know him. But soldier (right) has spotted his wife in crowd and with a quick smile he walks past unheeding.

LAST WAR PRISONERS

As the lists of known prisoners of war get shorter and shorter, the last trains with Austrian prisoners from Russia's far eastern European camps have been creeping into Vienna. Outside the station thousands of Austrian war veterans—some confident in the knowledge that their brother's name has been listed, as returning, some with the thin hope that a name or snapshot will ring a bell—some returning prisoner the memory of a missing boy. While planes last week



A DAUGHTER, clutching tiny flowers and weeping painfully, suddenly spies her father and frenziedly tries to pull it toward him. She had not seen him for four years.



FULL OF PRISONERS ARRIVES FROM BEHIND THE IRON CURTAIN



AFTER SIX YEARS OF WAITING A MOTHER EMBRACES HER SON. MANY OTHERS WAITED IN VAIN

COME HOME TO VIENNA

held back the crowds, the camera recorded the pent-up emotions of their years of anxiety—the tearing joy of a mother suddenly embracing her son again; the agony of a child trying to reach her long-lost father; the despair of a man who has learned that his son is dead. For many it was the end of all hope. Although Austria claims that some 6,400 prisoners are still to be accounted for, the grim presumption is that they are dead or lost in the void behind the Iron Curtain.



A FATHER learns from two prisoners that his missing son died in prison. While they watch in silence, he slowly puts the snapshot that identified his boy back in his wallet.



A WIFE walks off, arm around her husband, as crowd disperses. Since 1945, after repeated protests by Austria and Western nations, some 170,000 prisoners have returned.



RITA AND DRESS

RITA'S DRESS: \$18.74 AT MACY'S

For \$18.74 ("6% saving for cash") anybody could look like Rita Hayworth on her wedding day (*above*). That, at least, was the implication of an advertisement in the *New York Times* last week, coyly headed, "Macy's copy of the royal wedding dress." The ad said, "Remember the beautiful bride in the original of this dress? Remember how gracefully the pleated skirt floated in the Riviera breeze as she posed with her prince-groom? Her dress was created for her by Jacques Fath, cost a king's ransom. That's fine for royalty but not for thrifty Macy's!" For thrifty Macy's customers (and for 216 other U.S. stores) Roseweb Frocks, Inc. made up "identical copies of the Fath gown in brown, black and 'bride's blue.'" Many women responded to Macy's ad and, as these pictures indicate, some were pleased, some were puzzled and a few were surprised and disappointed. As Macy's great Manhattan rival, Gimbel's, might have observed, the sad truth was that nobody but nobody looked like Rita except Rita.



MRS. FRANK CRISPI VIEWS HERSELF WITH ALARM



MRS. JOAN KEEFE GETS SHY SMILE FROM HUSBAND



MRS. GRACE DONOHUE APPEARS SLIGHTLY DUBIOUS



HELEN SOMERVILLE COOLLY APPRAISES PROFILE



MRS. ANN BENOT TRIES BLACK VERSION OF DRESS



EVELYN McDONAUGH IS PENSIVE AND UNCERTAIN



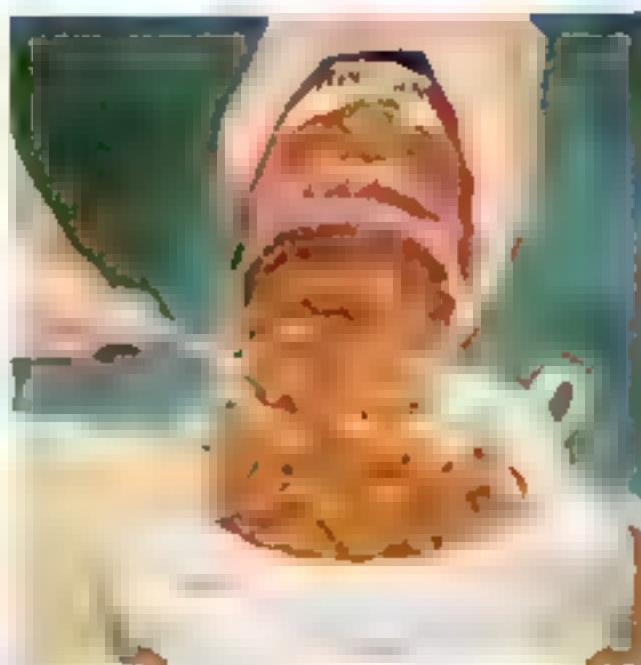
ESTHER BINDER PONDERS DEPTH OF THE NECKLINE

IT'S COOOL! IT'S REFRESHING! IT'S DELICIOUS!

CAMPBELL'S CONSOMMÉ — SERVED JELLED

1 Keep cans of Campbell's Consommé to jell alongside the freezing compartment of your refrigerator.

2 Then, when thoroughly jelled, it's ready to eat—all cool and gleaming—at any time.



Now on Summer Tables Everywhere—Are You Serving It?

Perhaps you've enjoyed jellied consommé as the prized specialty of some famous restaurant. If you have, then you already know what a cooling summer delight it is. So—why not join the millions who now welcome this hot-weather treat to their own family tables? Serve Campbell's Consommé, jelled to a sparkling amber.

It's so delicious—and so easy! All you do is chill and serve, by the simple "1-2" directions pictured on this page.

You'll relish the cool smoothness of Campbell's Consommé, served jelled. You'll taste how the deep flavor of beef is pointed up by tomatoes, celery, carrots and parsley—all strained to a clear, invigorating broth. Try it once and the chances are you'll add Campbell's Consommé, jelled, to your list of all-time summertime favorite dishes. Get some today!



When appetites
On summer nights
Want a cool "beginner",
I'm here to say
Cold Consommé
Surely is a winner!

LOOK FOR THE RED-AND-WHITE LABEL.



Campbell's CONSOMMÉ
SERVED JELLED

WESTERN UNION

CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time

LOUISVILLE

PRICE REDUCED ON HUNTER
LUXURY BLEND. SAME FINE
MILDER. GREATER VALUE THAN
ON SALE = HUNTER WILSON

BLENDED WHISKEY 86.8 PROOF 65% GRAIN
NEUTRAL SPIRITS



1991

cept is STANDA...

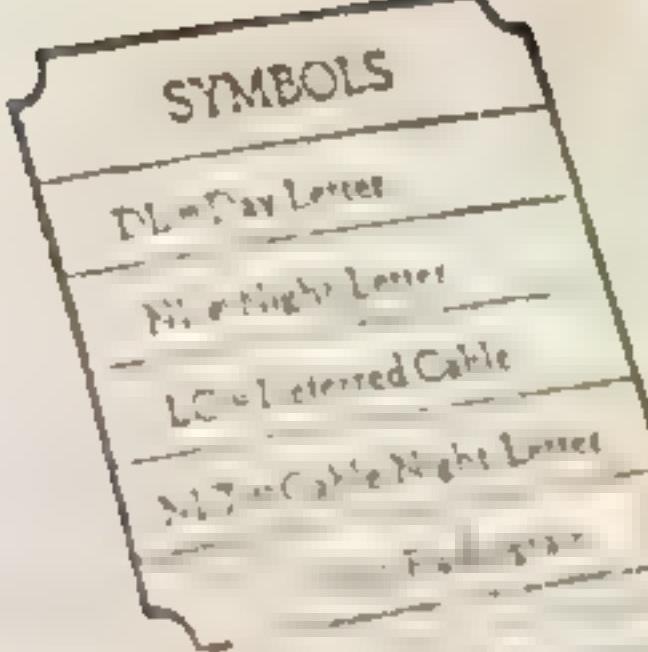
KY = (34) ..

AMERICA'S
FLAVOR, LIGHTER,
EVER. NOW

DISTILLING CO INC.

HUNTER

FIRST SINCE 1860
OVER THE BARS





Summery Birds Eye Dinner QUICK!

Tastes So Summery! The tender, sweet, meaty fillets of Birds Eye Cod in zesty "summer sauce" fairly sing with the tang of the cold, cold ocean they were snatched from!

So Nourishing! Because Birds Eye quick-freezes in all the ocean-fresh goodness immediately after the catch. Seals in all the ocean-fresh flavor, too!

Fixes So Easy! Birds Eye cleans the cod *clean*, bones it. You just put it in the broiler and make the "summer sauce" while the cod's broilin' up tender and juicy.

So Economical! No waste. Every bit delicious eating. And 1 pound of Birds Eye equals 3 pounds of whole cod!

Menu Tip: Farm-fresh Birds Eye Mixed Vegetables go swell with cod...Five gar-

den vegetables all cleaned, mixed, ready to cook (takes 8 to 10 minutes)... And finish off with a grand old-fashioned shortcake made with those famous garden-fresh Birds Eye Strawberries.



A PRODUCT OF GENERAL FOODS



RECIPE FOR BIRDS EYE COD IN SUMMER SAUCE

2 packages Birds Eye Cod Fillets
Melted butter • Salt, pepper, and paprika
4 tablespoons butter • 1 medium onion, sliced
2 fresh tomatoes, peeled and cubed
½ teaspoon salt • Dash of tabasco
¼ teaspoon basil • 1 tablespoon chopped parsley

Brush the *ocean-fresh* Birds Eye Cod Fillets with melted butter and sprinkle with salt, pepper, and paprika. Place on well-greased broiler rack under medium heat and broil 20 to 30 minutes, turning to brown both sides... Meanwhile, melt butter in skillet. Add sliced onion and sauté until tender, but not browned. Add cubed tomatoes and simmer until just tender. Add remaining ingredients and pour over tender, succulent Birds Eye Fish. Makes 6 servings.

REMEMBER—The "Birds Eye" trade-mark is your guarantee of top quality! Look for it.

LIFE CONGRATULATES



PRINCETON CREW

Arriving in New York aboard the *Île de France* (p. 38), these happy students proudly exhibit the trophy they recently won in the Thames Challenge Cup race for 150-pound crews at Henley Royal Regatta in England. The crew members, left to right, are Norman Rogers, Henry Bird, the crew captain, Michael Huber (holding cup), Arthur Fawcett and James Stier.



HENRY FONDA

In Manhattan "the bucket," the Navy cargo ship *AK601*, was still cruising back and forth between Tedium and Apathy. Last week, on its 600th voyage, Actor Fonda was still giving one of Broadway's finest performances as Mr. Roberts, the good-hearted Navy lieutenant who wants to fight the enemy but instead spends most of his time fighting the captain.



DR. HACHIRO YUASA

This American-trained Japanese entomologist and educator was chosen first president of the new International Christian University in Japan. The school will occupy site of a wartime plane factory.



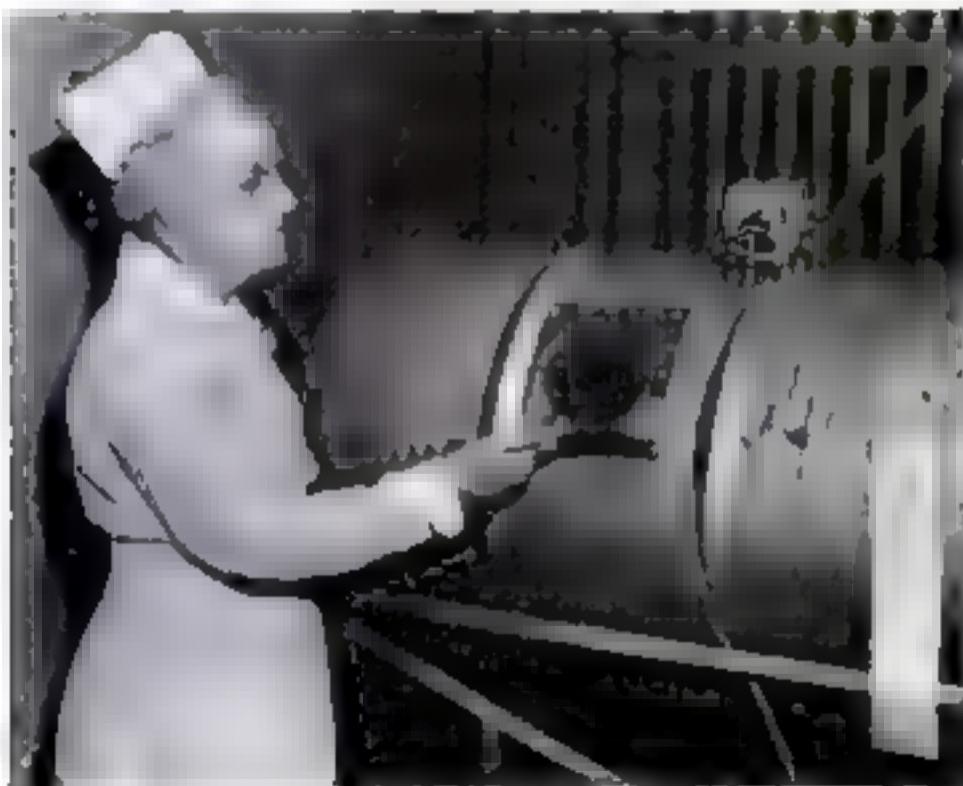
JOHN BRADLEY, IRA HAYES AND RENE GAGNON

The three surviving members of the six-man Marine team that planted the U.S. flag on Iwo Jima's Mt. Suribachi met in Los Angeles for the first time since the war. They will re-enact the flag-raising in a movie. Bradley is from Wisconsin, Hayes from Arizona and Gagnon from New Hampshire.



SALLY BRADY

At the Chicago Railroad Fair last week smiling, 9-year-old Sally triumphed decisively over all other contestants in a special Children's Day competition for the coveted title of the "Queen of Freckles."



NELLIE BROWN

The superintendent of a Muncie, Ind., hospital, Miss Brown needed an iron lung last week for an emergency polio case. She looked up a 1940 article that told how to improvise a lung, had it made up of old alcohol barrels, thereby saved a child's life.



DR. SERGE KOUSSEVITZKY

The distinguished conductor of the Boston Symphony opened the 12th annual Berkshire Music Festival at Tanglewood, and at the same time observed his 75th birthday. Here he cuts the birthday cake.



MAYOR WALTER KOLB

The 250-pound mayor of Frankfurt lost his pants but preserved his aplomb in a swimming race with members of the press. Boasting of his victory in a German radio interview, the mayor maintained his essential modesty by remaining in the water.

Sleep in the fresh crisp whiteness of a Daisy Field

But really it's the fresh, crisp whiteness of Pequot's exquisite fine combed percales . . . a petal-soft whiteness that blends with your brightest dreams. And these are dream sheets . . . their silken-smooth texture the result of specially chosen long, long cotton fibres combed to extra suppleness and woven oh-so-painstakingly, more than 200 threads to the inch.

Available in Green • Peach
Airway Blue • Pink • Dusty Rose
Candlelight Yellow • and White

PEQUOT
fine combed
PERCALES



MORE THAN 200 COMBED THREADS TO THE INCH

Pequot Mills, Salem, Mass. Makers of Pequot Muslins, America's Most Popular Sheets



THE "ILE DE FRANCE"

The pride of the French Merchant Marine arrived in New York on her first voyage since her wartime service as an Allied transport. To refit her took two years and \$25 million—more than her original cost. But she re-established the French flag in the big-league North Atlantic fleet.



GEORGE BERNARD SHAW

The sage of Ayot St. Lawrence completed a successful year of practicing his hobby, which he lists in British *Who's Who* as "being past 90." On his 93rd birthday July 26, newspapers published this picture of Shaw in a Chinese gown, chatting with Financier Sir Robert Hotung, 86.



GAIL RUSSELL & GUY MADISON

A fresh note in Hollywood's usually complicated marital relationships was provided by Actress Russell, 24, and Actor Madison, 27. The two film stars quietly obtained a marriage license, quietly planned a private ceremony to celebrate what would be the first marriage for both.



\$20,000 FO' NAMIN' THAT SHMOO!!

-AN' TH' NAME CAINT HAVE ANY LETTERS THET HAINT IN THESE WORDS - DREFT, DUZ, IVORY SOAP! AL CAPP IS GONNA BE TH' JUDGE - SO THINK UP A NAME HE'D LIKE!!

SHMOO-TALK (only yo' kin hear the shmoos!!)

TH' SMART THING WOULD BE T' LISTEN T' TH' DREFT DUZ 'N' IVORY SOAP RADIO PROGRAMS - FO' SOME SLY SHMOO-NAMIN' HINTS!!

A even smarter thing t'do is - git your shmoos-namin' entry blanks at your dealer's today!! - they contains extra valuable hints!! - send in as many as yo' likes but be sure t' folly these Contest Rules.

DUZ DREFT IVORY SOAP

\$20,000 1ST PRIZE
10 2nd PRIZES - \$1,000 each
100 3rd PRIZES - \$100 each; 1,000 4th PRIZES - \$10 each
NOME THE SHMOO! IT'S FUN TO DO!

FOLLOW THESE EASY RULES

- Suggest a name for Li'l Abner's pet Shmoos whose unusual personality is illustrated above, using only the letters found in the words: "Duz", "Dreft", "Ivory Soap". There is no limit to the number of times any of these letters may be used. Then, complete this sentence in 25 additional words or less: "I choose this name because ..."
- Use the special contest entry blank, obtainable free from your dealer, or write on one side of a plain sheet of paper. Be sure to print plainly your name and address.
- Mail to "Shmoos-Namin' Contest", Box 357, Cincinnati 1, Ohio. Send in as many entries as you wish, but each entry must be accompanied by two Ivory wrappers or one bar top from either Duz or Dreft.
- All entries must be postmarked before midnight August 27, 1949, to be eligible.
- Any resident of Continental United States and Hawaii may compete except employees of Capp Enterprises, United Feature Syndicate, Procter & Gamble, their Advertising Agencies and their Family Feature Syndicates. The contest is subject to Federal and State regulations.

PRICERS & GAMBLIA

The grand prize winner will be announced approximately 4 weeks after the close of the contest over the radio programs "Right to Happiness", "Guiding Light", "Big Sister" and "Welcome Travellers". Winners will be notified by mail. Winner lists will be available upon request approximately two months after the close of the contest.



Monster on the Move!

Railroads are not called upon every day to move such spectacular loads as this — but they stand ready at any time to carry anything which is movable, anywhere the tracks run.

These railroad tracks are a very special sort of highway — a steel highway on which the great bulk of the country's commerce is carried safely, surely, dependably, and at low cost.

Because we have these special highways of steel, it is possible to move all sorts of loads, in any quantity, without congesting the regular public highways, or breaking them down, or adding to the cost of building them and keeping them in repair.

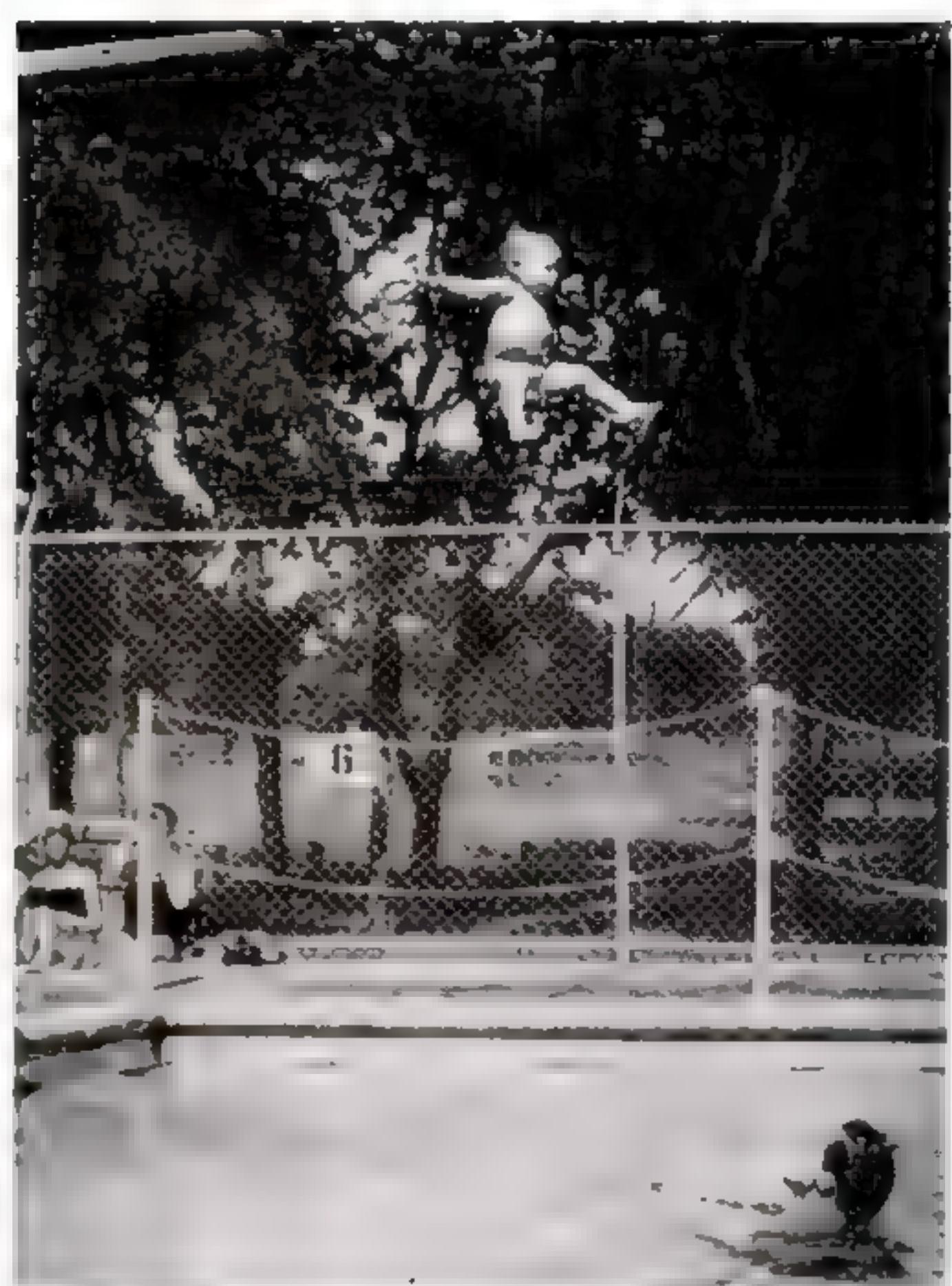
These railroad tracks were built, and are maintained, not by taxpayers' dollars but by the railroads themselves. Just on the improvement of these tracks and the trains which run over them, the railroads have spent during the past 25 years, an average

of more than \$500,000,000 a year — of their own money. And since World War II, they have invested more than 3 billion dollars in the things which make railroads even more efficient, even safer, even more serviceable.

The result is a unique, all-purpose steel highway network — one that places no burden upon either the public treasury or the public highways — but, rather, helps to lessen the strain on the taxpayers and to reduce the congestion and burden on the highways.

*ASSOCIATION OF
AMERICAN
RAILROADS*
WASHINGTON 6, D. C.

Listen to THE RAILROAD HOUR
Every Monday evening over the ABC Network.



JACK PYLAND JR.

In Dallas, Texas one-year-old Jack solemnly jumped off a 10-foot diving board, came up laughing and gurgling. He is the son of a lifeguard who taught him diving at nine months because "I can't stand squalling kids in a pool. I swore . . . my boy wouldn't be afraid of the water."



STEPHEN MEUNIER

In Los Angeles 14-month-old Stephen proved that he can roller-skate as well as he can walk. The son of Mr. and Mrs. L. J. Meunier, Stephen has been patrolling the neighborhood on wheels for the past six weeks. Although he seldom falls, he wears an extra diaper as a shock absorber.





JACKSON POLLOCK

Is he the greatest living painter in the United States?



"NUMBER TWELVE" reveals Pollock's liking for aluminum paint, which he applies freely straight out of the can. He feels that by using it with ordinary oil paint he gets an exciting textural contrast.

Recently a formidably high-brow New York critic hailed the brooding, puzzled-looking man shown above as a major artist of our time and a fine candidate to become "the greatest American painter of the 20th Century." Others believe that Jackson Pollock produces nothing more than interesting, if inexplicable, decorations. Still others condemn his pictures as degenerate and find them as unpalatable as yesterday's macaroni. Even so, Pollock, at the age of 37, has burst forth as the shining new phenomenon of American art.

Pollock was virtually unknown in 1944. Now his paintings hang in five U.S. museums and 40 private collections. Exhibiting in New York last winter, he sold 12 out of 18 pictures. Moreover his work has stirred up a fuss in Italy, and this autumn he is slated for a one-man show in *avant-garde* Paris, where he is fast becoming the most talked-of and controversial U.S. painter. He has also won a following among his own neighbors in the village of Springs, N.Y., who amuse themselves by trying to decide what his paintings are about. His grocer bought one which he identifies for bewildered visiting salesmen as an aerial view of Siberia. For Pollock's own explanation of why he paints as he does, turn the page.



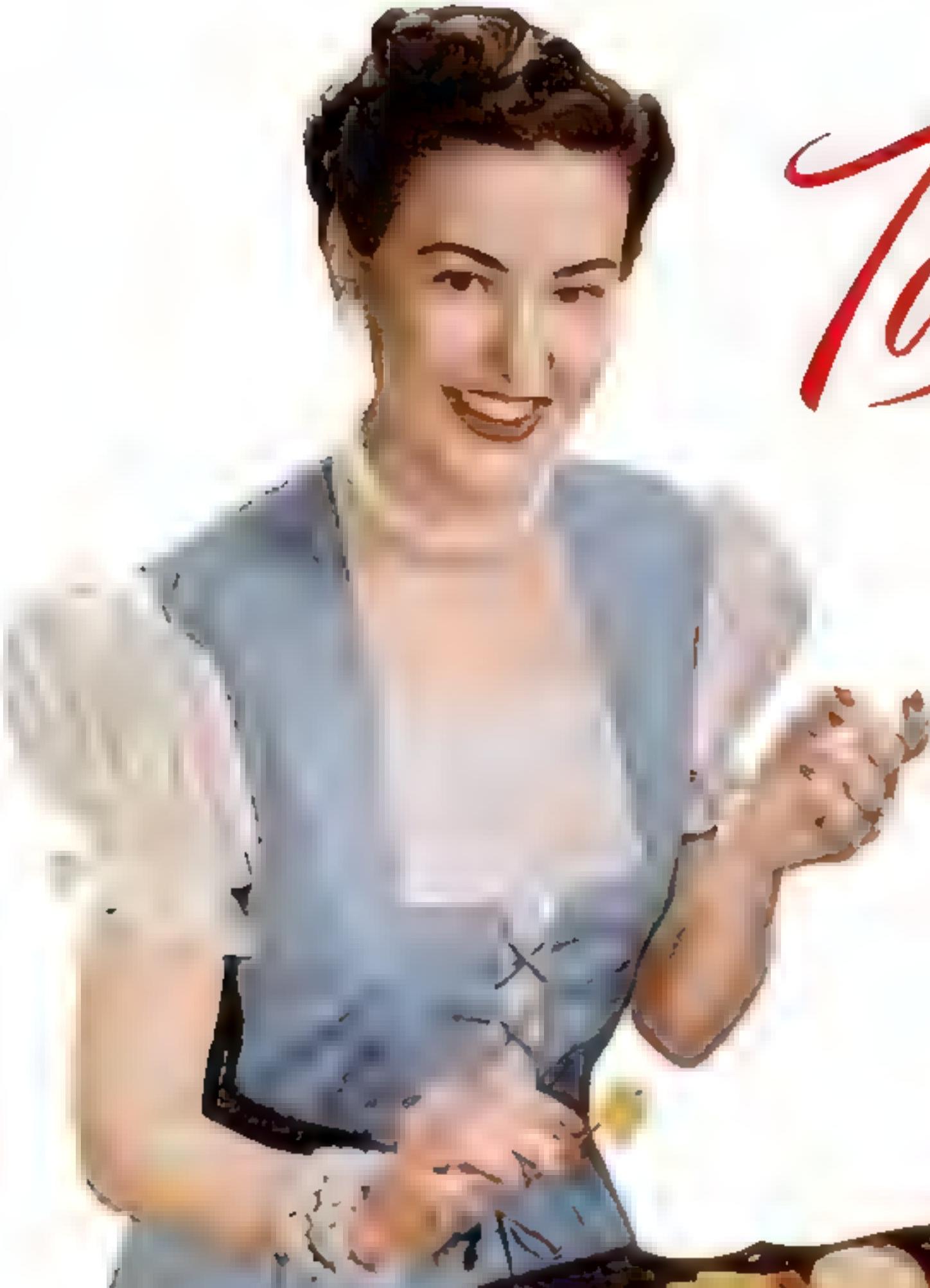
JACKSON POLLOCK, 37, stands moodily next to his most extensive painting, which is called *Number Nine*. The picture is only 3 feet high, but it is 18 feet long

and sells for \$1,800, or \$100 a foot. Critics have wondered why Pollock happened to stop this painting where he did. The answer: his studio is only 22 feet long.



"NUMBER SEVENTEEN" was painted a year ago in several sessions of work which took place weeks apart so Pollock could appraise what he was doing and "get

acquainted with the picture." He numbers his paintings instead of naming them, so his public will not look at them with any preconceived notion of what they are,



Tidbits

...with world-wide flavor

Cheese can be fun. And especially when you have an A&P Super Market nearby with wide varieties from which to make selections.

The Dairy Department of your A&P Super Market offers cheeses galore . . . mild, medium and sharp . . . the best of American kinds, and Old World types, too. Each is sought out from the most dependable sources, expertly sampled and tested, then skilfully and carefully handled from maker to you to guarantee protection of the finest flavor characteristics.

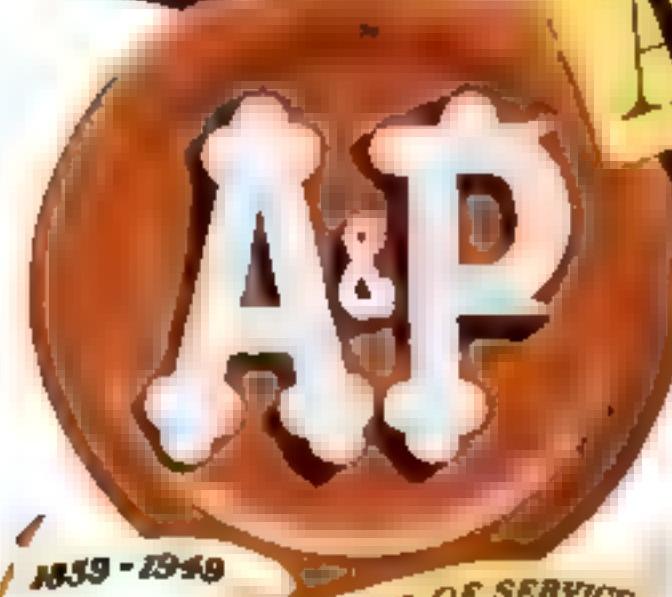
Your A&P offers scores of cheeses . . . with identifying cards or package markings to help you make selections if your knowledge of cheese lore is modest. And you can buy various sizes and weights, in a range of prices, to let you have as many different kinds as you wish for a minimum expenditure.

And, as with everything else A&P offers, values are really outstanding.

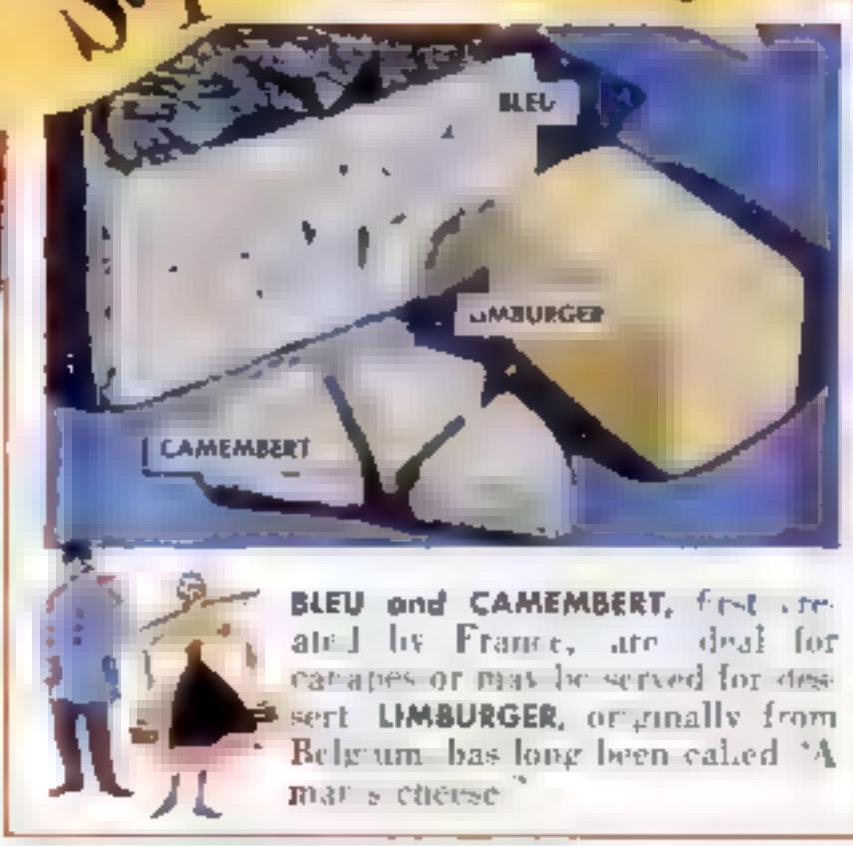
HELP US SATISFY YOU! The thousands of men and women who staff A&P Super Markets and Stores are anxious to please you. They want to know what more they can do to make your shopping at A&P more pleasant and convenient. If you have any suggestions, write CUSTOMER RELATIONS DEPT., A&P Food Stores, Graybar Building, New York 17, N. Y.



ROMANO, PROVOLONE and GORGONZOLA in Italian types . . . and EDAM in Holland style . . . promise exotic flavors for your favorite dishes and snacks.



A&P Super Markets



BLEU and CAMEMBERT, first created by France, are ideal for canapés or may be served for dessert. LIMBURGER, originally from Belgium, has long been called "A man's cheese."



MUENSTER and LIEDERKRANZ, German styles . . . and SWISS are sandwich favorites. They are hearty in flavor . . . delicious!

*Many of the cheeses illustrated were formerly made only in Old World countries but are now also produced in the U.S.A.



POLLOCK DROOLS ENAMEL PAINT ON CANVAS

HOW POLLOCK PAINTS (with enamel, sand and a trowel)

Jackson Pollock was born in Cody, Wyo. He studied in New York under Realist Thomas Benton but soon gave this up in utter frustration and turned to his present style. When Pollock decides to start a painting, the first thing he does is to tack a large piece of canvas on the floor of his barn. "My painting does not come from the easel," he explains, writing in a small magazine called *Possibilities 1*. "I need the resistance of a hard surface." Working on the floor gives him room to scramble around the canvas, attacking it from the top, the bottom or the side (if his pictures can be said to have a top, a bottom or a side) as the mood suits him. In this way, "I can . . . literally be in the painting." He surrounds himself with quart cans of aluminum paint and many hues of ordinary household enamel. Then, starting anywhere on the canvas, he goes to work. Sometimes he dribbles the paint on with a brush (*above*). Sometimes he scraws it on with a stick, scoops it with a trowel or even pours it on straight out of the can. In with it all he deliberately mixes sand (*below*), broken glass, nails, screws or other foreign matter lying around. Cigaret ashes and an occasional dead bee sometimes get in the picture inadvertently.

"When I am in my painting," says Pollock, "I'm not aware of what I'm doing." To find out what he has been doing he stops and contemplates the picture during what he calls his "get acquainted" period. Once in a while a lifelike image appears in the painting by mistake. But Pollock cheerfully rubs it out because the picture must retain "a life of its own." Finally, after days of brooding and doodling, Pollock decides the painting is finished, a deduction few others are equipped to make.



HE APPLIES SAND TO GIVE ENAMEL TEXTURE

FOR BEST RESULTS:

shave with **Barbasol**



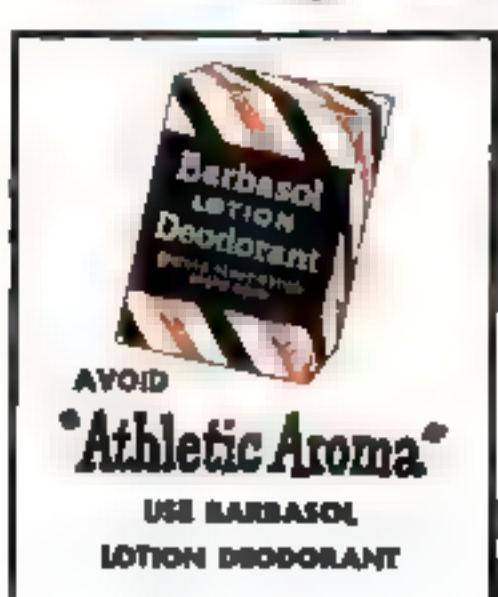
You're in the swim
... with a Barbasol face



Like a quick dip in a cool pool—that's a Barbasol shave! Quick, because it's brushless . . . cool, because Barbasol wilts beards fast for smooth shaves that last all day. And Barbasol never dries the skin as soapy lathers do. So your face stays really fresh—and cool. Barbasol is great to soothe sunburn, too. Try Barbasol the next time you shave!

- No brush
- No lather
- No rub-in

Use it also for soothing relief of sunburn, windburn, insect bites, itching,



AVOID
Athletic Aroma
USE BARBASOL
LOTION DEODORANT



Do you think you should drink less coffee?

EVER NOTICE how many people keep count of their daily cups of coffee?

Maybe you do yourself.

For much as you enjoy coffee, you know what the caffeine in it can do to some people. How it can make them nervous or tense. How it can keep them from the pleasure of a good night's rest.

So whenever you begin to feel jittery—or find yourself sleeping poorly—you probably start thinking about how much coffee you drink. Should you drink less of this delicious beverage? Should you give it up entirely?

Should you? Not at all!

DRINK SANKA COFFEE

You can still enjoy real coffee—and yet stop worrying—because Sanka Coffee is two ways wonderful!

First . . . Sanka is delicious coffee. Rich, full-bodied coffee with all the wonderful flavor and bracing cheer that you can get only from real coffee.

Second . . . Sanka Coffee is caffeine-free! And that means worry-free! You can drink all the Sanka you want, whenever you want—even late at night.

REAL COFFEE-97% CAFFEINE-FREE

For 97% of the caffeine has been removed from Sanka. It can't possibly keep you awake, or make you feel cross and irritable.

So why not start drinking Sanka Coffee tomorrow? You have nothing to lose... and possibly a great deal to gain!

Sanka Coffee

Real coffee with the worry taken out.
Drink it and sleep!



Products of General Foods



REVEREND MOTHER BENEDICT (SEATED LEFT) AND NUNS FORMED PRIORY

NUNS' SANCTUARY

Forbidden to mingle with the outside world,
Benedictine sisters build Connecticut retreat

Religious orders devoted only to spiritual contemplation, although quite common in Europe, were almost unknown in the U.S. until Thomas Merton's best-seller, *The Seven Storey Mountain* (LIFE, May 23), described the 100-year-old Trappist monastery in Kentucky. Such a sanctuary for women was started two years ago at Bethlehem, Conn. Its founder was Reverend Mother Benedict Duss, an American who had lived in France. She settled in Bethlehem at the invitation of a noted painter of religious subjects, Miss Lauren Ford, who lived there. Arriving with a companion, Donne Mary-Aline, the Reverend Mother had only \$20 and a great capacity for work and faith. On land donated by a Protestant neighbor the nuns built the Regina Laudis Priory out of an old factory. In September 1948 a small group was formally enclosed, dedicated itself to a life of prayer. A movie inspired by their venture has just been released. Scenes from it are on the next pages.



A NEW ALTAR was installed in the priory chapel before the nuns became finally enclosed from the world. Here Donne Mary-Aline assists a carpenter.



LIKE HOLY PILGRIMS, SEVEN NUNS MARCH ACROSS THE SNOW TO HELP WITH CONSTRUCTION WORK IN PRIORY. BUILDING IN THE PICTURE BECAME A GUEST HOUSE



IN HER CELL Sister Helen has a mattress on a hard wooden frame, a writing table, bookcase and stool. In priory she is an unenclosed nun and may go outside on errands.



COMMUNICATION with outside world takes place through this heavy lattice during two-hour periods twice daily. Packages are dropped into drawer at bottom of door.



Are you really Lovely to Love?

Try the test below

Have you ever wondered if you are as lovely as you could be—are you completely sure of your charm? Your deodorant can be the difference...and you will never know how lovely you can be until you use FRESH.

FRESH is so completely effective, yet so easy and pleasant to use...Different from any deodorant you have ever tried. Prove this to yourself with the free jar of creamy, smooth FRESH we will send you.

Test it. Write to FRESH, Chrysler Building, New York, for your free jar.



Nuns' Sanctuary CONTINUED

PRIORY INSPIRES HOLLYWOOD TO PRODUCE A
MOVIE OF THE WEEK:

Come to the Stable

Clare Boothe Luce dramatizes the nuns' venture

After hearing the true history of the Regina Laudis Priory at Bethlehem, Author Clare Boothe Luce was so impressed that she used it as the basis for motion picture story, which 20th Century-Fox made into *Come to the Stable*. In order to make the film more saleable to American audiences, the movie people changed the nuns' order from a contemplative group to one dedicated to obvious good works such as building a children's hospital.

In the movie the spiritual sparkplugs behind the venture are two nuns from France, just as they were in reality. But thereafter the movie gets more and more fictional. The nuns, acted charmingly by Loretta Young and Celeste Holm, set forth to raise funds by commandeering a jeep, taking over an artist's studio, befriending a sophisticated Broadway songwriter and melting a gangster's heart. Never preachy, *Come to the Stable* turns out to be disarmingly pleasant entertainment that manages by a minor miracle to be both devout and diverting.



NUNS ARRIVE from France to visit Miss Potts (Elsa Lanchester), a famous religious painter who has turned her stable (left) into a studio.



IN A BOOKIE JOINT, nuns pay call on gangster who owns land they chose for hospital. He finally donates it in memory of son killed in France.



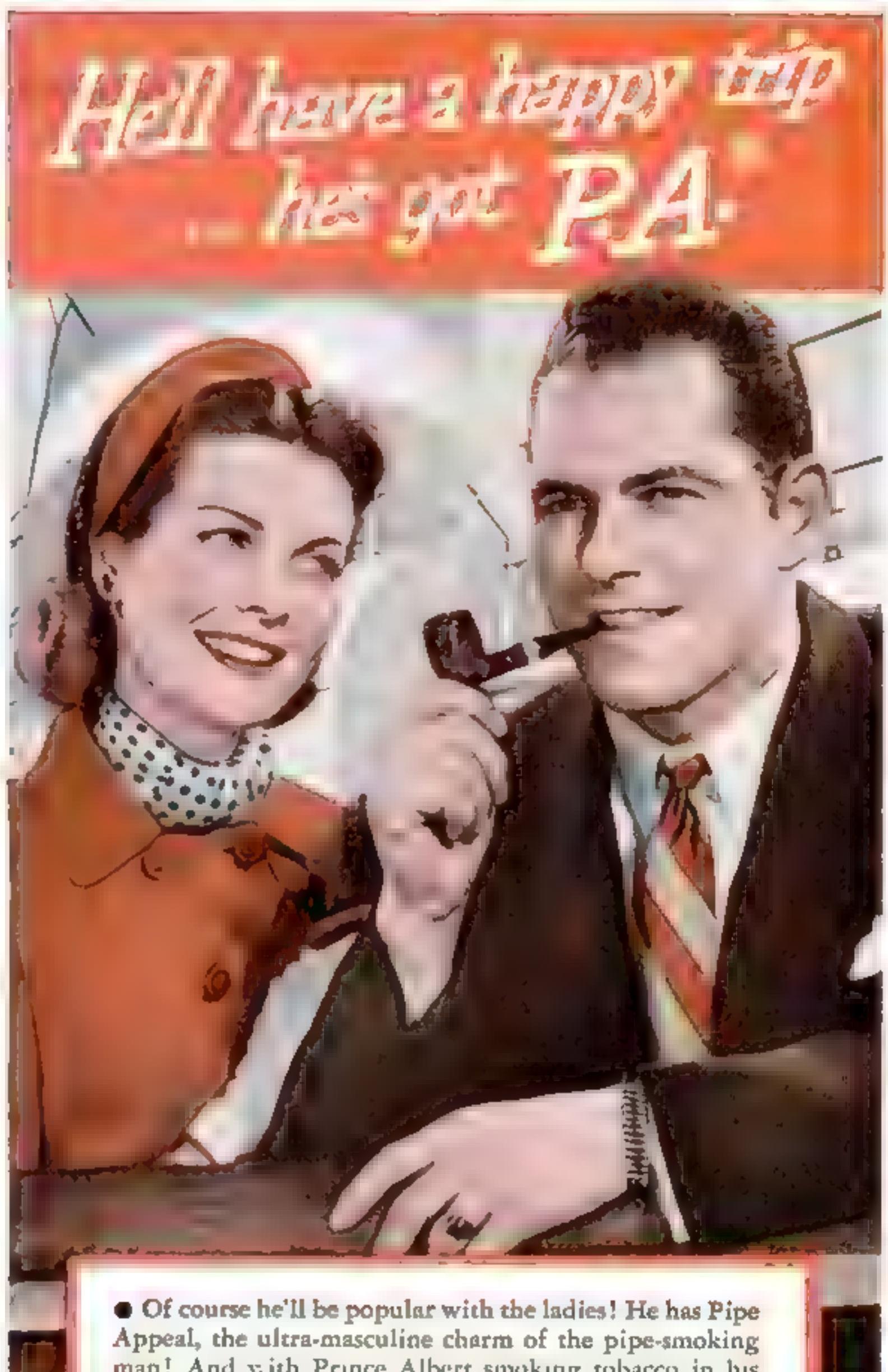
AUTHOR CLARE LUCE (right), present for 1948 enclosure ceremonies at the real priory which inspired movie, talks with a Bridgeport, Conn. reporter.



NUNS EXPLAIN to Miss Potts how they aspire to build a children's hospital on nearby hill. Like real nuns, they have only \$20 between them.



TRANSPORTATION is a cinch for the resourceful nuns, who borrow neighbor's jeep, use it to careen about the countryside on pious errands.

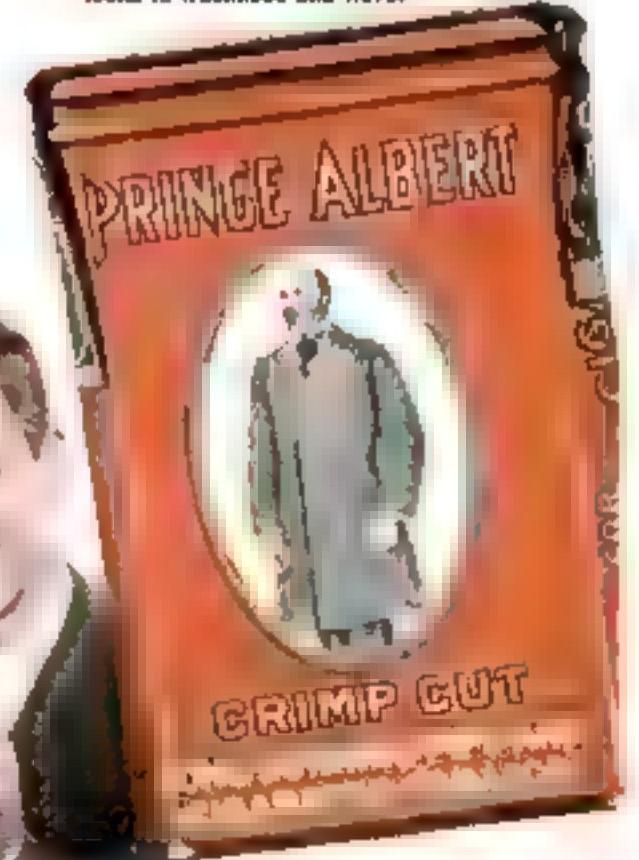


• Of course he'll be popular with the ladies! He has Pipe Appeal, the ultra-masculine charm of the pipe-smoking man! And with Prince Albert smoking tobacco in his pipe, he's headed for real smoking joy and comfort. P.A. is rich-tasting, mild, and easy on the tongue!

P.A.* means Pipe Appeal P.A. means Prince Albert

• Did you know that Prince Albert is choice crimp cut tobacco that's specially treated to insure against tongue bite? That's right! And that's just one reason why more men smoke Prince Albert than any other tobacco! Try P.A. today!

New RUMIOR TOP—locks out air—locks in freshness and flavor



The National Joy Smoke

E. J. Reynolds Tobacco Co.
Weston, West Virginia

"NO WONDER P.A. IS SO POPULAR FOR CIGARETTE 'MAKIN'S'!
ROLLS UP FAST... TASTES GRAND!"

PEOPLE WHO MUST HEAR

INSIST ON "EVEREADY" BATTERIES!



"I TEST BY EAR . . ." says Sound Engineer, Fred M. Lewis. "I'd be in trouble if I couldn't hear perfectly. I use 'Eveready' 'B' batteries because I've seen their scientific flat cell construction. They're all power . . . no dead space . . . and I know they last longer!"



"I'M A HEAVY-DUTY USER," says Mr. Henry P. Egan, department manager, "fifteen hours a day is average with me. With the new 'Eveready' 'A' battery No. 1005E, I've had as much as 8½ days' service—and with a new clearness of reception, too!"



"HEARING IS MY LIVING . . ." says Eleanor Wirth who teaches the use of hearing aids. "I use 'Eveready' batteries in my own hearing aid because I know they give me full volume longer! And by the way—unless people know, they seldom suspect that I wear a hearing aid!"



"TO ME, HEARING MEANS SAFETY . . ." says Tony Cavalieri, truck driver. "I count on perfect hearing to drive safely. I've been using 'Eveready' batteries right along. I've found I can count on them to give me longer service, better hearing!"

NEW "EVEREADY"

HEARING-AID "A" BATTERY

Use your aid more than 12 hours a day? This battery will give you triple service!

FOR SINGLE-UNIT HEARING AIDS! The new "Eveready" "A" battery No. 1005E lasts three times as long as other "A" batteries of equal size! Heavy-duty users (12 to 15 hours a day) report phenomenal service!

This battery uses a radically new, electro-chemical principle to maintain long life and virtually constant voltage. See it at your hearing-aid dealer's now!

The registered trade-mark "Eveready" distinguishes products of

NATIONAL CARBON COMPANY, INC.

10 East 42nd St., New York 17, N. Y.
Unit of Union Carbide and Carbon Corporation

UCC



No. 1005E
Dimensions 1 31/32" x 1 1/8" x 9/16"

Nuns' Sanctuary CONTINUED



MORE VOLUNTEERS from nuns' order in France come to help raise funds for hospital by selling handiwork. They too move in with generous Miss Potts.



A "MIRACLE" occurs when nuns drive a stake into the future hospital site and water gushes up. They find out later that they punctured a water main.

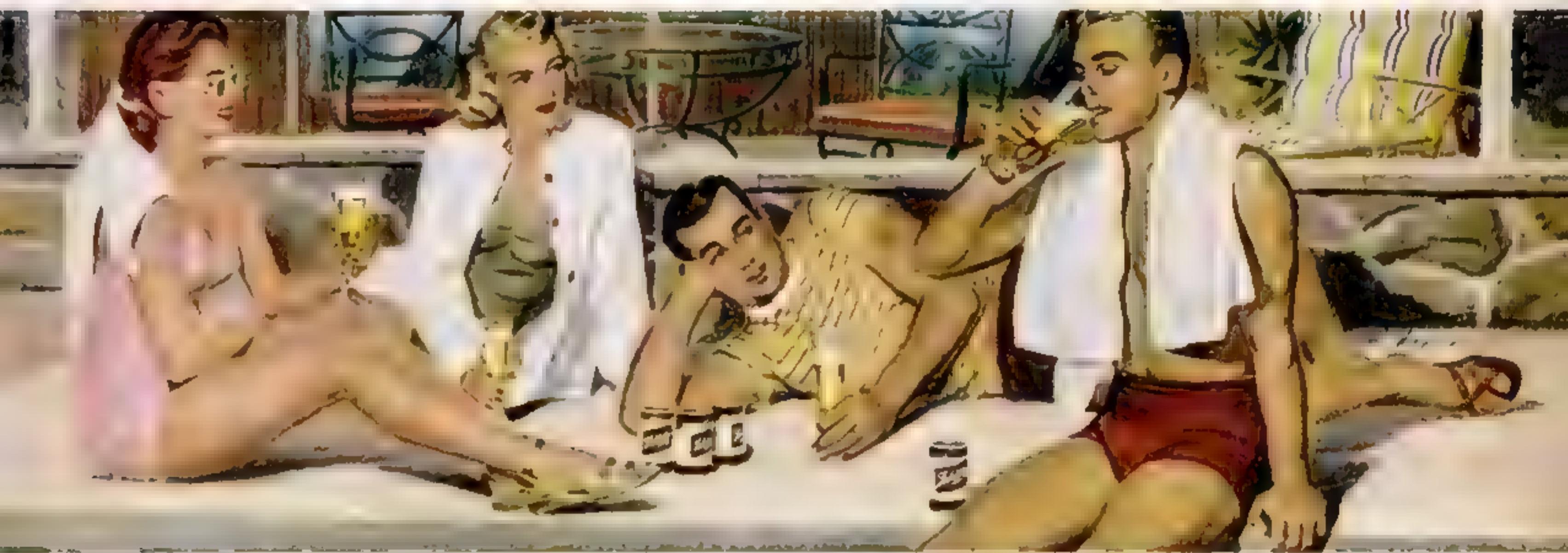


7

TENNIS MATCH is played by Sister Scholastica (Celeste Holm) to raise funds. Faith and energy finally produce enough money to start the hospital.



"I was curious..."



I tasted it...



Now I know why Schlitz is...

The Beer that made Milwaukee Famous!"



© 1949, JOS. SCHLITZ BREWING CO., MILWAUKEE, WIS.

WINGS OVER U.S.A.



Protect Your Whole Car Against

Summer Wear!

Mobilgas
SOOTY VACUM



Mobilgas gives you not just one but *all three* modern oil qualities—unparalleled triple action for full protection against the effects of summer heat—against friction, corrosion, harmful deposits! Means greater operating economy, fewer repairs!

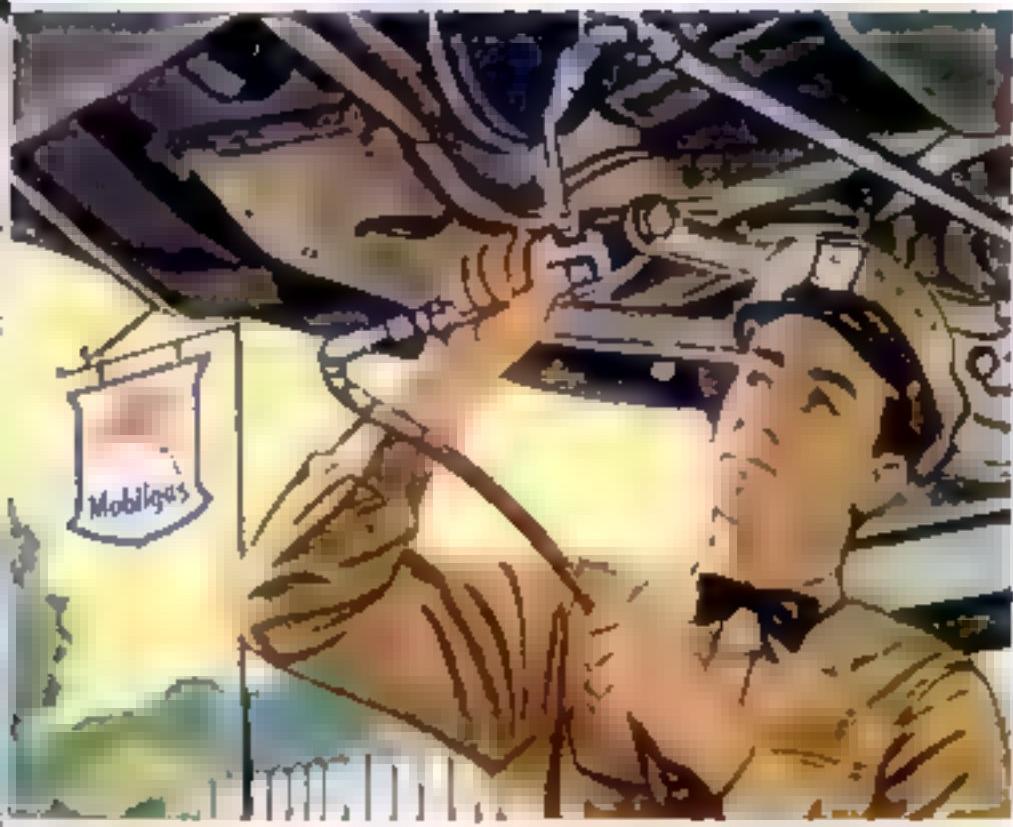
Get Mobilgas Dealers'

Flying Horsepower

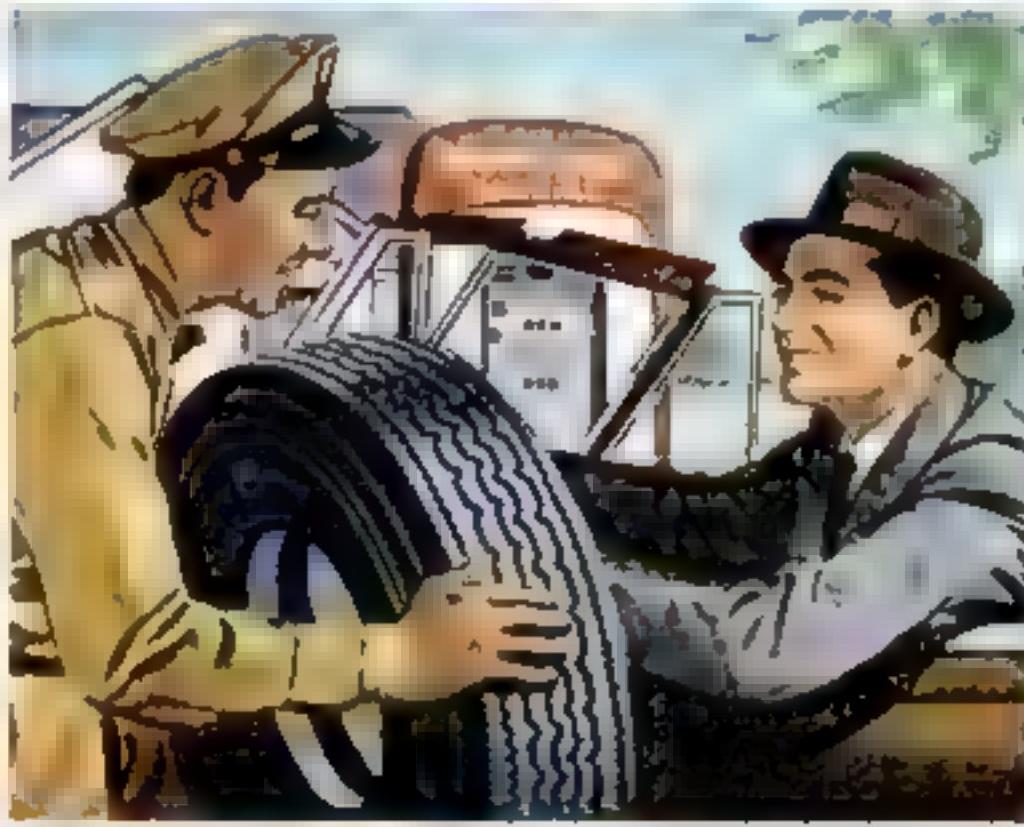
**Fill Up with America's
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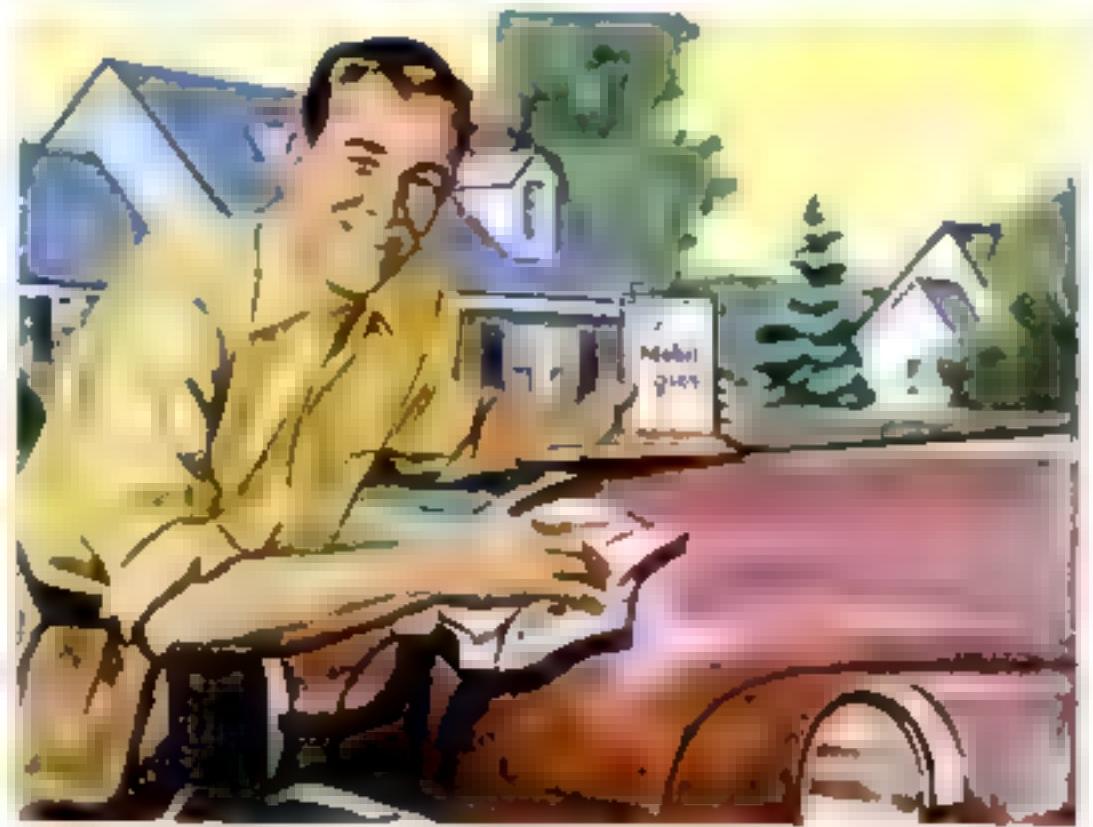
Mobilgas Special



Service — **Quality** — **Speed** — Your Mobilgas dealer follows chart of your make car . . . to protect chassis friction points against wear, prevent summer squeaks and rattles!



Get Mobil Quality Tires and service! Ask your Mobilgas dealer to check for dangerous tread wear, cuts, bruises, proper inflation—replace worn tires with New Mobil DeLuxe Tires!



Renew "Showroom" Lustre with Mobilgloss' Cleans as it polishes—makes dirt, grime vanish. Get this easy-to-apply polish today—at the famous Sign of Friendly Service!

SOCONY-VACUUM OIL CO., INC., and Affiliates: MAGNOLIA PETROLEUM CO., GENERAL PETROLEUM CORP.

Complete Mobil-Care!



"They used to Hit the Ceiling!"

"Mornings at our house used to be bedlam with everybody complaining about breakfast. Then I learned about Post-Tens—the cereal assortment with 10 individual no-waste packages of 7 different cereals—all favorites like keep-fit Bran Flakes and crispy Grape-Nuts. Now everybody can choose their particular favorite or treat themselves to a different cereal every day in the week. What's more, Post-Tens introduced us to Post Toasties—and showed us what a surprising difference Post-Toasting makes in corn flakes!"



**Post
TOASTIES**
Corn Flakes

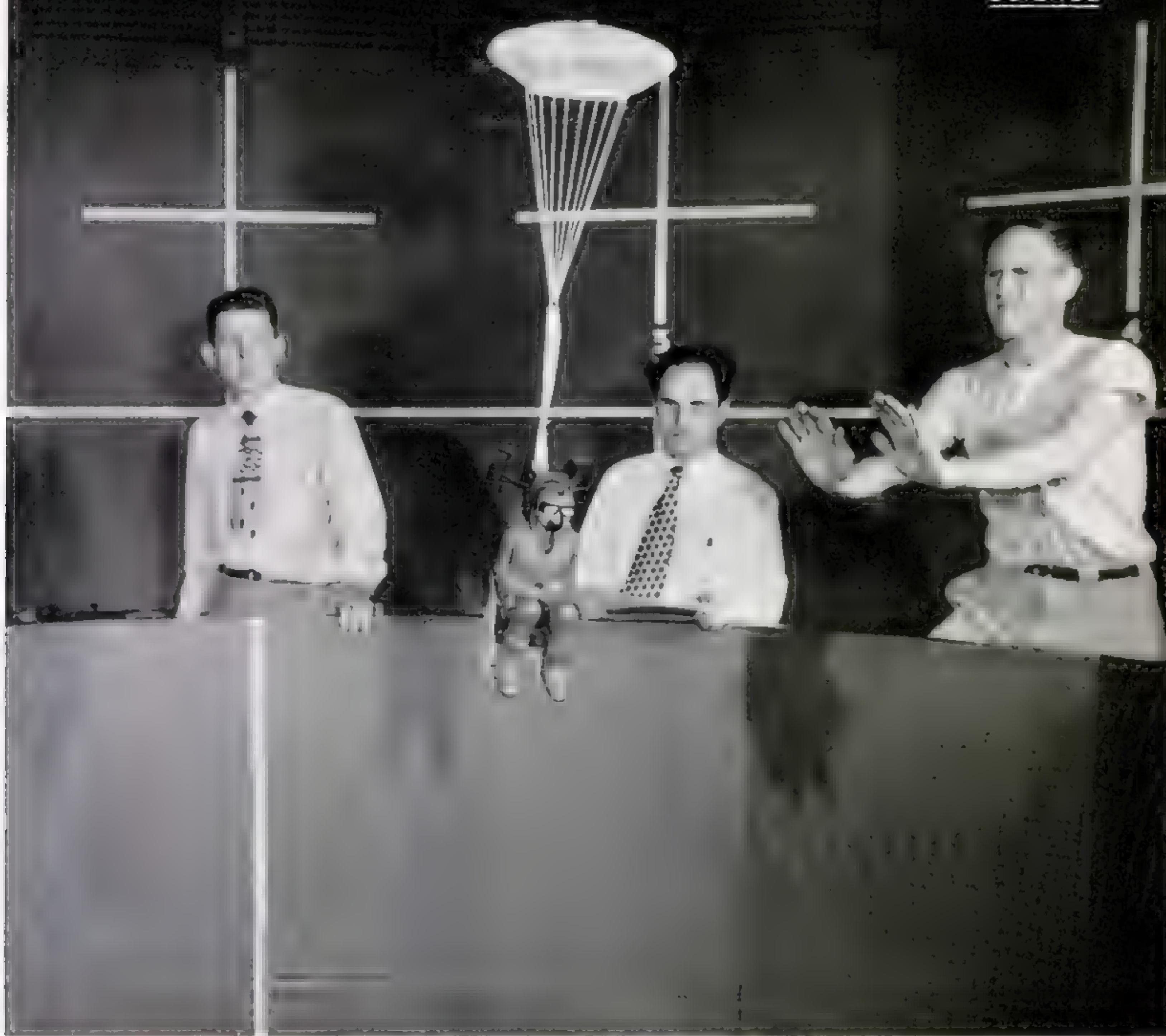
A Product of General Foods

TIME AND AGAIN nation-wide taste tests show there's a real difference in corn flakes. These tests also show that more and more people prefer crispy-fresh Post Toasties to any other corn flakes. Yes, they agree

Post Toasties tops 'em all. That's the difference Post-Toasting makes! POST-TOASTING is that special process that toasts sweet golden corn right up to its absolute peak of goodness. Then the new Trip-L-Wrap

"Keep-Fresh" package keeps those delicate, thinner flakes just the way you like them—so fresh, so crisp, so grand! Ask your grocer for Post Toasties in the large, economy-size package. And remember...

Don't say "Corn Flakes"—Say **POST TOASTIES**—the BETTER Corn Flakes!



DUMMY IN EJECTION SEAT HANGS FROM PARACHUTE SUPPORTED BY UPDRAFT. MAN AT RIGHT KEEPS MODEL IN AIRSTREAM BY DEFLECTING WIND WITH HANDS

VERTICAL WIND TUNNEL

Planes spin and parachutes float in its rising air

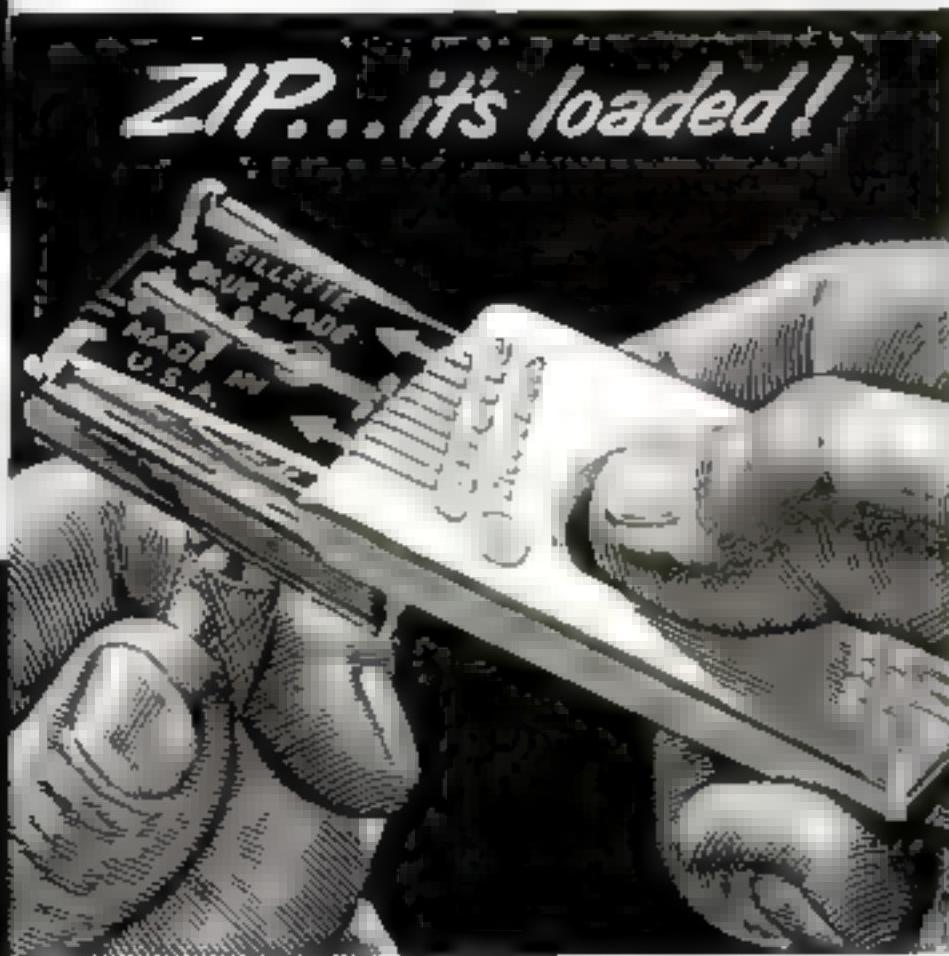
In a unique wind tunnel whose airstream blows straight up instead of horizontally (as in standard tunnels), engineers at Wright-Patterson Air Force Base are finding out just how planes, pilots and parachutes fall through the air. To aviators and designers alike the problems of falling are as important as those of flying. Yet the standard wind tunnel, long used to test the behavior of aircraft in flight, is useless in determining how they fall: for its airblast travels at right angles to the force of gravity across a firmly fixed model. In the vertical wind tunnel air rising at speeds up to 100 mph is pitted against the pull of gravity, so that models are held in suspension before the eyes of the observers. With all supports eliminated the miniature planes can be put into spins; the action of new types of parachutes can be studied. Dummy pilots can be shot from their cockpits by remote control to test pilot ejection seats. High-speed cameras record every gyration of the models so that design changes can be made without risk to full-scale aircraft and human life.



PILOT SAILS CLEAR of spinning plane when catapulted from the cockpit. White lines on the tunnel wall mark positions of models in photographic records of the tests.

With Gillette you enjoy ALL THREE!

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- **REAL SHAVING COMFORT**
- **DOUBLE-EDGE ECONOMY**



Gillette **SUPER-SPEED** One-Piece Razor

Greatest Shaving Bargain Ever!

Gillette Super-Speed Razor and handy Gillette Dispenser containing 10 Gillette Blue Blades—20 shaving edges.
\$1.50 VALUE...

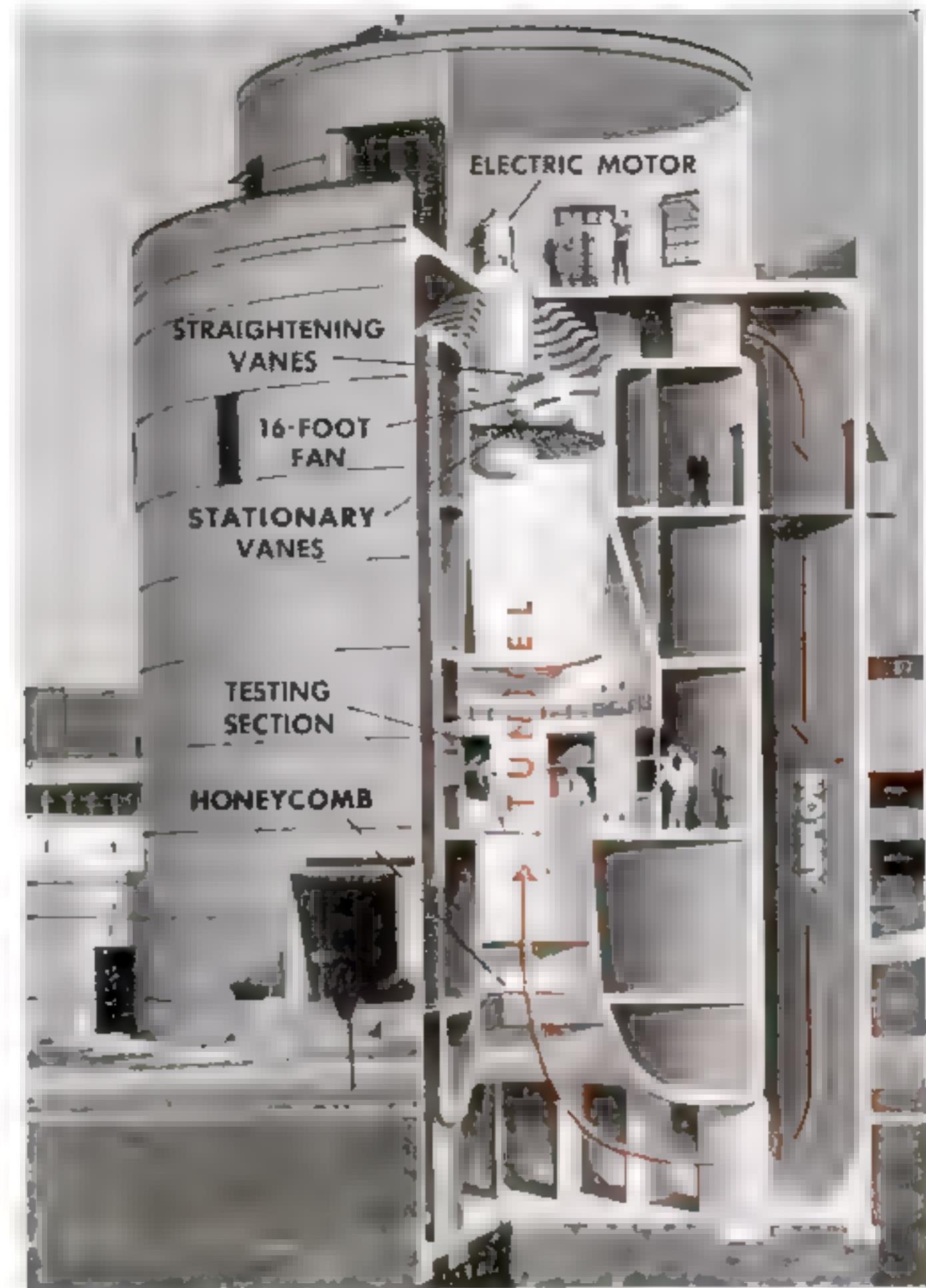
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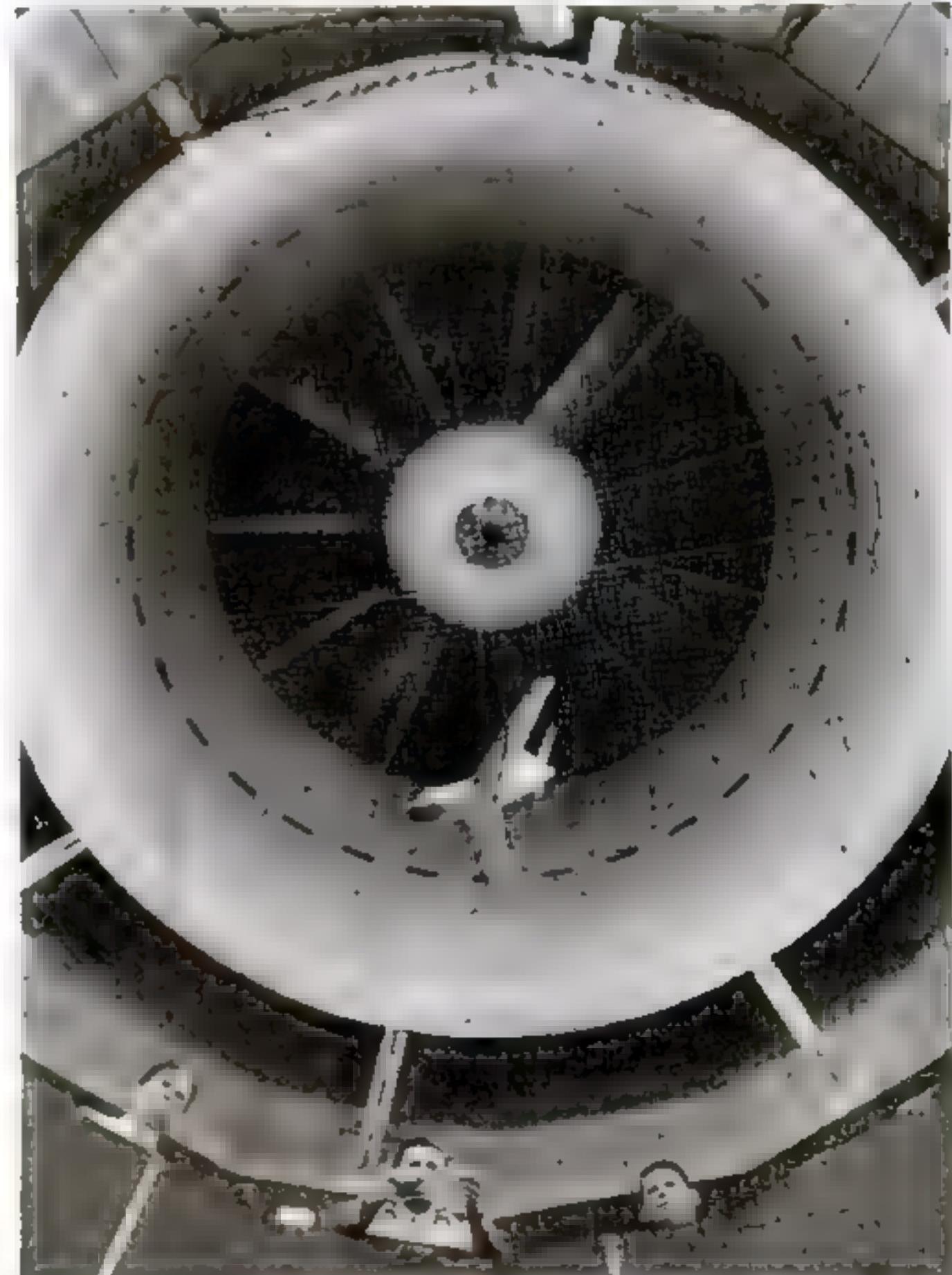
look *SHARP!* feel *SHARP!* be *SHARP!* use **Gillette Blue Blades**

WITH THE SHARPEST EDGES EVER HONED

Copyright 1949 by Gillette Safety Razor Company



HOW TUNNEL OPERATES is shown in cutaway picture. Continuous circulation is created by fan at top which sucks air up through tunnel base then blows it back down through space between the double walls. The break half-way up shaft gives observers access to airstream but does not affect its flow.



SEEN FROM BELOW tunnel appears as towering shaft, broken by balcony on which observers stand and topped by giant fan. Net catches falling models.



WIND-BLOWN ENGINEER, standing on honeycomb at base of the tunnel, demonstrates with upswept clothing and stiffly fluttering handkerchiefs the power of vertical airblast. Metal honeycomb, like stationary vanes at the top of the tunnel, reduces turbulence and insures a smooth flow up the shaft.



SUSPENDED SOUP BOWL, nearest approach to a genuine flying saucer, floats gently in rushing airstream. Its smooth, rounded shape keeps it upright.

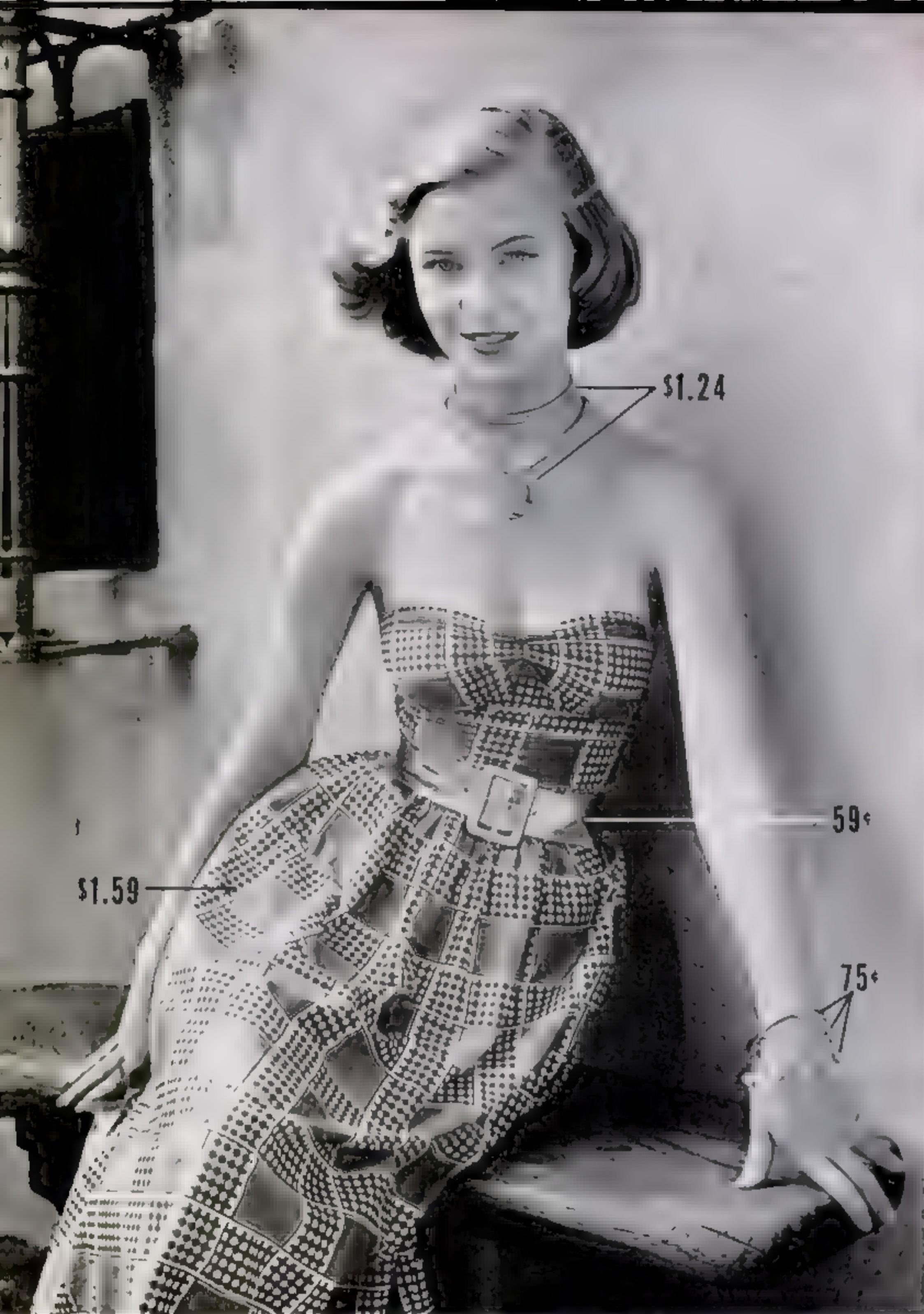


The flavorsome, milder smoke...

Inhale to your heart's content!

A really mild, flavorful smoke that enters your mouth pleasantly cool and filtered. Embassy's extra length of fine, mellow tobaccos provides extra enjoyment plus an extra margin of protection. Try Embassy! Inhale to your heart's content!





ALL-DIME-STORE OUTFIT, suitable for street or dinner, consists of red, green and black cotton sun dress,

gold kid belt, nickel plated charm necklace and choker, three costume bracelets. Total cost at Lazarus' \$4.47.



RICH LOOK is achieved with huge Woolworth earrings and pearl and rhinestone clips on velvet beret and dress.



CHEAP WHITE TOUCHES set off expensive black dress—a belt copied from Dior—cotton gloves, bracelets.



WELL-CHOSEN JEWELRY sets off a classic blouse of white rayon jersey with the year's popular low neck.

DIME-STORE FASHIONS

Five-and-ten jewelry and clothes are not only cheap but up-to-date

To visitors from abroad one of the perennial marvels of America is the five-and-ten crammed with household articles. In recent years the dime stores have added to their accomplishments. They have proved as fast—and three to four times as cheap—as many a department store at creating simple fashions. As a result, an increasing number of U.S. women—some of them nationally known for dressing smartly—have lately discovered the dime store as a source of costume jewelry, cotton skirts, blouses and low priced underwear. Here *Life* presents a collection of current dime-store fashions under \$2.00.



MERRY JINGLE of 20 bracelets at a nickel a piece enlivens this simple white shirt on a hot August afternoon.



HOT-WEATHER COSTUME that totals \$3.41 includes a rough straw bonnet, jersey off-shoulder blouse, striped dirndl, a widely accepted basket bag.



THREE "ALLWAY SCARVES," which can also be used as halters, capes or turbans and cost \$1.98 each, make a brief white and white bathing or sun suit.

Flavor

BEECH-NUT GUM
PEPPERMINT FLAVORED

SPEARMINT PEPSIN

ALWAYS REFRESHING

above all

Beech-Nut GUM

The Allway Recreation

Beech-Nut **BEECHIES** *The Candy Coated Gum*
Three varieties PEPPERMINT, SPEARMINT, PEPSIN



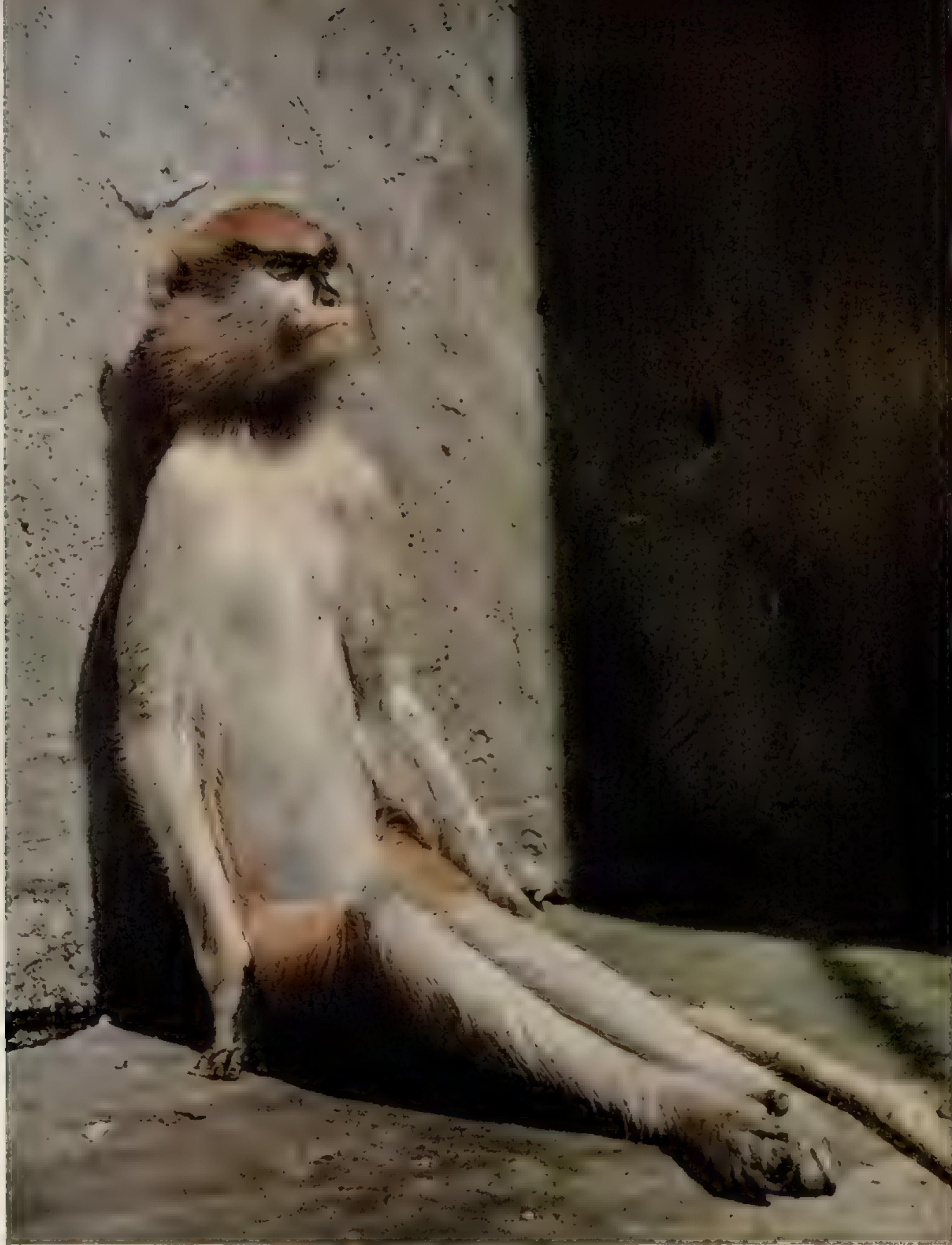
A RARE 4-FOOT SHOEBILL FROM BELGIAN CONGO, NAMED "THE PROFESSOR," GRINS WITH PLEASURE WHEN HE IS OFFERED A FISH BY PHOTOGRAPHER KLAGES

SWISS ANIMAL PORTRAITS

In the city zoo at Zurich a young photographer finds subject material for some wonderful pictures

Among the best European photographs seen in America since the war are the extraordinary animal studies shown here and on the following pages. They are the work of a 24-year-old Swiss named Jurg Klages, who has studied the zoo animals in his home city of Zurich for 10 years. Klages is an artist of very small means. To make the most of what color film he can afford, he studies his subjects exhaustively before taking a single picture. Those shown here are the result of incredible patience. Almost every day for four years he went to the zoo and watched the animals and birds.

When he had come to know them intimately he decided on the expression which best suited the mood of each. Then came weeks of patient waiting for the exact pose which would reflect this. His problem was complicated by the fact that he could not afford lights but had to work by natural sunlight alone, and time after time the perfect pose came too late in the day. But he persisted, and it finally paid off. This year his work has appeared in the Swiss magazine *Du*, where it came to LIFE's attention. Now that he has more money for film, he will undoubtedly be heard from again.



TAKING THE SUN, young South African hussar monkey named Gretl basks in her cage. Gretl's contemptuous expression, says Photographer Klages, is one

he often sees on certain human sunbathers—the wealthy armchair skiers who sit tanning themselves in snow reflected warmth on porches of swank Alpine hotels.

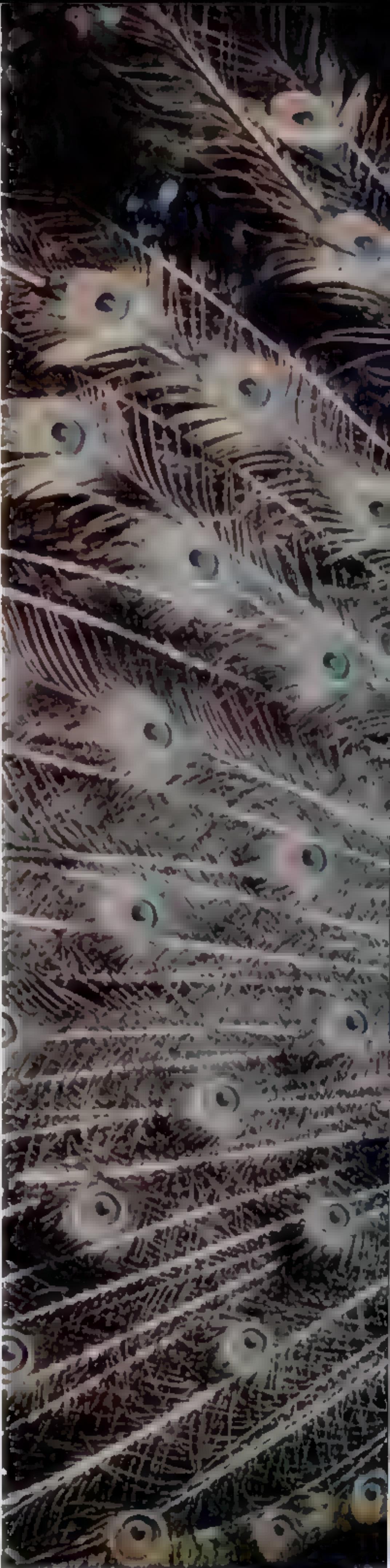
ZURICH ZOO CONTINUED



POLLUX THE LION is caught in a rare wistful mood. He is usually bad-tempered from jealousy over his mate, a twice-married and flirtatious lioness, Regula.



BOUQUET of flamingos was noticed one day by Klages in a corner of the zoo pool. He patiently waited weeks before birds again assumed position he wanted.





CHRISTMAS TREE PLUMAGE of a strutting peacock was photographed in its full blaze of color by Klages after many failures. Difficulty was caused by fact

that the male birds prefer to show off before their hens only during early morning or early evening hours, when the light is too dim for good outdoor photography



For 109 years in Canada . . . now a product of the U. S. A., too.

Let the jolly Red Cap remind you to call for Carling's.



The clubs have been put away and somebody is about to wrap his hand around a cool glass of this light, bright, golden ale.

BY ALL MEANS TRY

CARLING'S *Red Cap* ALE

BREWING CORPORATION OF AMERICA, CLEVELAND, OHIO



ON A RACE DAY AT CRATER CAMP, CALIF. AMATEUR MOTORCYCLISTS KICK UP CLOUDS OF DUST AS THEY ROAR AROUND THE TURN OF A ONE-MILE DIRT TRACK

RESPECTABLE MOTORCYCLISTS

Amateur pleasure riders shun the flask-toting minority and start a healthy new sports boom in California

The crash-helmeted riders shown above represent the start of a new and healthy motocycling trend in Southern California. Most of them are not professionals, but amateurs of modest means who buy a second-hand wheel for as little as \$350, join a club and spend their Sundays competing for fun

rather than money in dirt track races (*above*), hill climbs or "cow trailing," a cyclist's term for cross-country riding. The boom was helped by introduction of the popular one-cylinder British motorcycles (*below, right*), ideal for weekend jaunts on the dirt roads of Southern California, which now has some

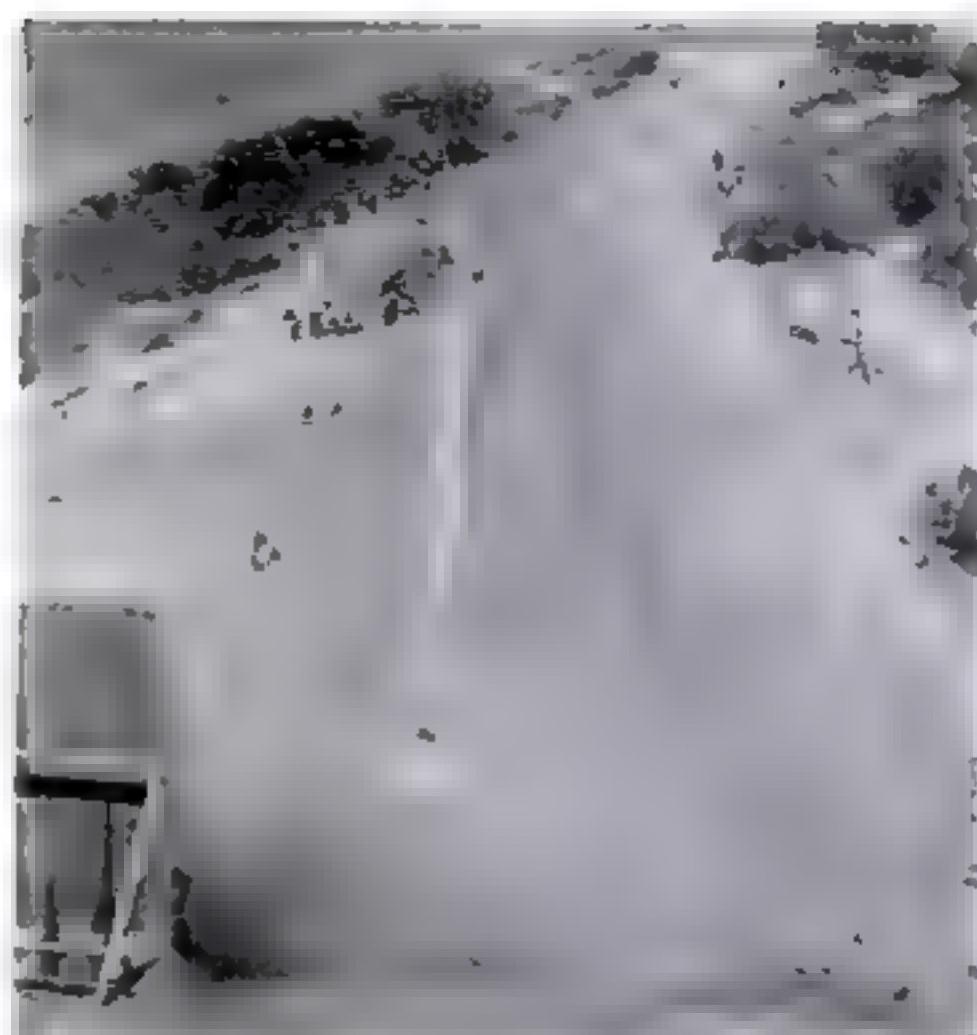
28,000 pleasure riders. In California, as everywhere else, motocycling has a hip-flask element of cycle cowboys who like to get drunk and shoot up the town (Life, July 21, 1941) but this roughneck minority is bitterly resented by other riders. Says one motor club official, "They're not real riders, just punks."



FIVE MOTORCYCLE MODELS are (left to right) the U.S. built Indian (28 hp., \$847), Harley Davidson (32 hp., \$941) and Servi-Cycle (15 hp., \$750); the British Ven-

lorette (26 hp., \$890) and JAP (18 hp., \$1,000). British cycles are light, more maneuverable and are best for racing. Larger U.S. machines are best for cruising on hard roads.

Motorcyclists CONTINUED



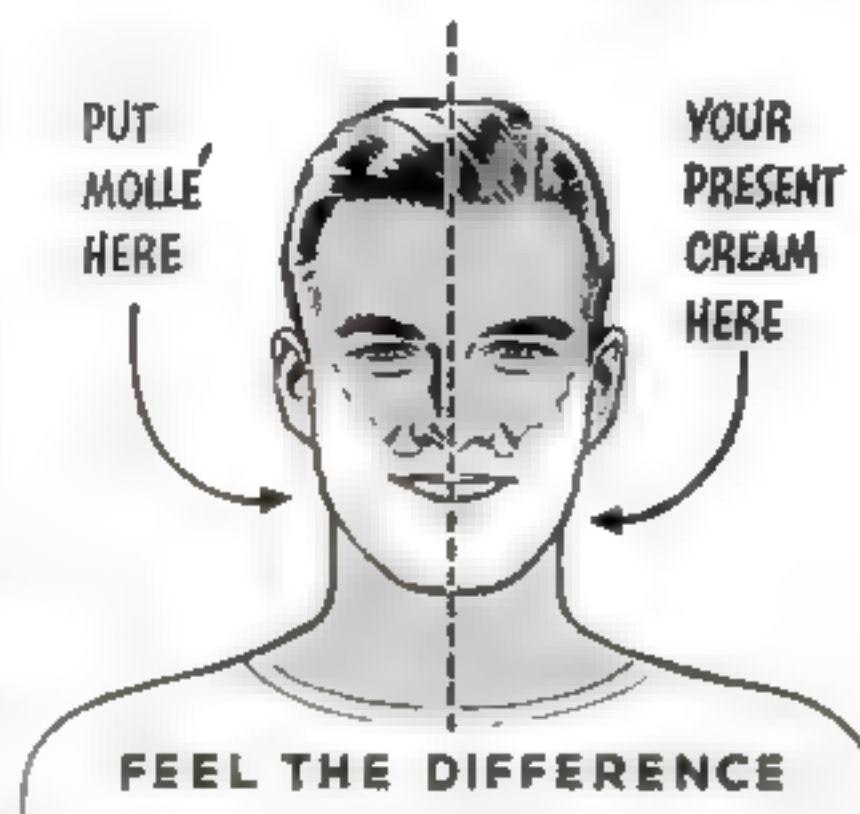
SUCCESSFUL HILL CLIMB, a race against time, is shown in sequence of three pictures as rider makes standing start (*left*), sputters up 80° incline (*center*), and reaches top (*right*).

25¢ will get you 50¢

IF YOU DON'T GET THE FINEST SHAVE YOU EVER HAD WHEN YOU MAKE THE "MOLLE TEST"

Double your money back on the 25¢ tube if not completely convinced!

1. When convenient, skip a shave.
2. Next day, when your whiskers are at their longest and toughest, put your present cream on half your face.
3. Put Molle, the heavier brushless cream, on the other half. Spread it thin!
4. Go over your face JUST ONCE with your razor... and feel the difference.



Double your money back...



...if Molle does not give you the best shave you ever had in your life. Get a tube today.

If this test does not convince you, just mail us back the Molle tube. Address, Box 49, New York 8, N.Y. This offer expires December 31, 1949. Only one refund per customer.

THE HEAVIER BRUSHLESS CREAM

SURE, I GO FOR CHEWING FOOD!



Any dog likes to chew—a smart dog knows he needs to... especially crunchy MILK-BONE DOG BISCUIT! For it's this chewing exercise that helps keep teeth and gums healthy. And since MILK-BONE DOG BISCUIT provides important nutrients in concentrated form, it's economical to feed! Always oven-fresh and pure—easy to digest because it's baked. Make it a daily treat!



MILK-BONE DOG BISCUIT contains nutrients your dog needs: Vitamins A, B₁, B₂, D, and E... Meat Meal... Fish Liver Oil... Whole Wheat Flour... Minerals... Milk. NATIONAL BISCUIT COMPANY



"I mapped this picture on his fourth birthday and NuAce Snapshot Mounting Corners have kept it safe all these years."

To protect your precious snapshots, stamps and other hobby collections, ask for NuAce, the better mounting corners, at 5¢ and 10¢ stores, drug stores, or at your favorite film counter. Available in a choice of 12 colors for only 10¢ per package of 100. (Also available in transparent gold or silver.) Three sizes—

REGULAR, JUNIOR and SENIOR
ACE ART COMPANY,
READING, MASS.

3 SIZES
REGULAR
JUNIOR
SENIOR

BEFORE IT'S LOST OR DAMAGED...

NUACE Snapshot Mounting Corners



A RIDER "UNLOADS" as motorcycle loses momentum just short of hilltop. Unable to go higher, machine begins to slew around and rear, and rider



ter) and finally clears 400-foot summit (right). Few riders got within 100 feet of top without falling. This was a club contest near Burbank with no cash prizes.

Improved Boxer shorts with waist-opening!



Less wear and tear on elastic!

Easier to get in and out of!

Neater...smarter looking!

- It's the newest style in shorts—and growing more popular by the day!

Men are demanding this new improved boxer with elastic all around the waist for automatic comfort . . . PLEASE . . .

The greater convenience and longer flex life that only a waist-opening (with GRIPPER* fasteners) can give!

And women (who do lots of men's

shopping!) know that Gripper fasteners refuse to pop off, clip, or break! They're laundry-proof, can be ironed right over!

You can have Gripper fasteners on any style of woven shorts. So no matter what style you prefer, you'll like them better with Gripper fasteners.

Shorts with Gripper fasteners are available in leading brands.

GRIPPER*
* by Scovill Mfg. Co.
FASTENERS



THE LAUNDRY-PROOF SNAP FASTENERS THAT END 'BUTTON BOTHER'!

A PRODUCT OF SCOVILL

must jump clear. He wears a wrist cord to cut off engine. Rider above is Tommy Bansford, a professional who entered Burbank climb just for fun, did not win.

Motorcyclists CONTINUED



Brisk—not bland! That's Durkee's hearty dressing and meat sauce. You'll use it to perk up salads—and as a luscious accompaniment to cold meats, fish, fowl. A little flavor's a lot!

Egg and Sardine Sandwich

Blend together finely chopped hard boiled eggs and sardines. Moisten with enough Durkee's for easy spreading. Then make sandwiches from day-old bread (for crispness). Ummm—good!

Salmon Salad

Drain and flake 3 cups cooked salmon (fresh or canned). Blend with $\frac{1}{4}$ cup sliced cucumber and 6 tablespoons Durkee's Dressing. Serve on crisp romaine or head lettuce. Garnish with 2 chopped hard boiled eggs. Serves 4.

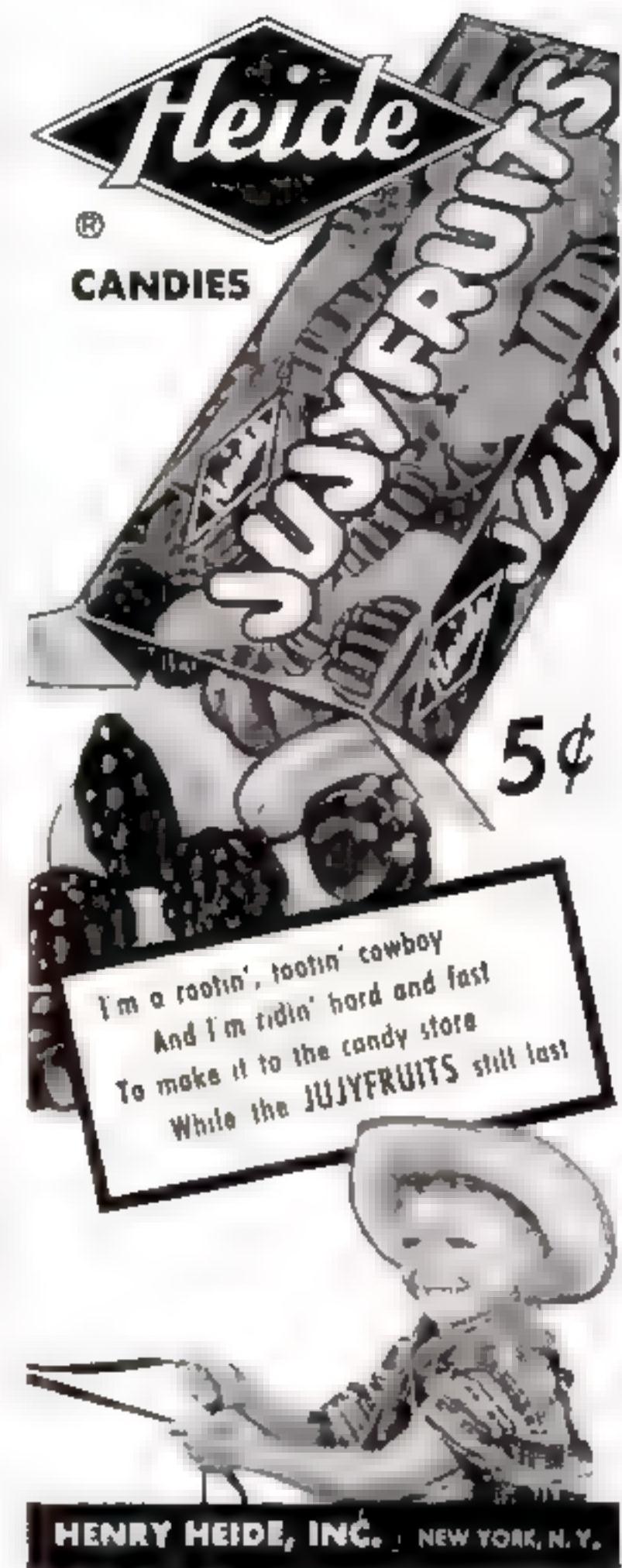
FREE Salad and Sandwich Booklets by Virginia Coates! Just write Durkee Famous Foods, Dept. LD 81-9, Elmhurst, L. I., N. Y.



America's largest selling cheese cracker!
Sunshine Biscuits



JUVENILE BICYCLIST Jerry Ridgman (13) soars over embankment on momentum gained by coasting down a hill. He is one of several future "cow trailers" who stole the show at an obstacle-course meet held recently near Los Angeles, many of the boys showing better form than their motorcycle heroes.



HENRY HEIDE, INC., NEW YORK, N. Y.



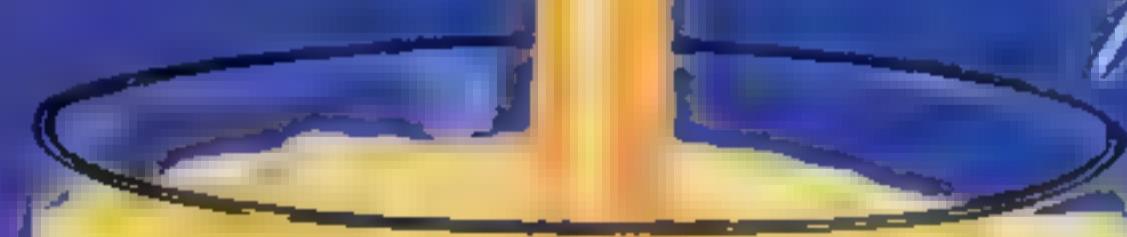


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are enriched with*



Derived chiefly from golden American corn grown by American farmers, dextrose food-energy sugar is 100% American. Its production and distribution give employment to many thousands of Americans.

fruit juices
dextrose
food-energy sugar



Quite beyond their convenience and economy, canned fruit juices provide refreshment, health and energy. Enriched with dextrose food-energy sugar, they offer year round enjoyment of natural flavor and uniform sweetness.

Next time select juices enriched with dextrose—naturally they're better.

CORN PRODUCTS REFINING COMPANY
One of the producers of dextrose, a natural sugar

FREE! For showing in schools, clubs, etc., animated Technicolor 16mm sound film, "The Story of Human Energy". Please write Corn Products Refining Co., 17 Battery Place, New York 4, N.Y.

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COLDER COLD FREEZES FOODS
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COLDER COLD COOLS MILK AND BEVERAGES QUICKER

EVERY HOUSE NEEDS A

Plenty of room to freeze or store 35 pounds of food.



SAFE, STEADY COLD in the main food compartment

TO KEEP THESE MEATS AND LEFT-OVERS
FOODS FRESH! FRUITS AND VEGETABLES

This super De Luxe 9 has everything! Plenty of the right kind of cold, when and where you want it. All automatically controlled. Lots of bottle space . . . two giant Humidrawers . . . adjustable shelves to take care of bulky foods . . . big, roomy Meat Keeper. See it today . . . and the companion De Luxe 11 . . . at your Westinghouse retailer's.

Westinghouse Refrigerator

AVAILABLE FROM
4 TO 11 CUBIC FEET



FIRE JUGGLERS

One of the most perilous of all juggling feats is this one done by John Beahan and Lee Ross, who toss six blazing torches through the air to each other. To get this composite picture of

the stunt George Karger first shot the jugglers and torches by speedlight, then dressed the men in black to make them invisible and shot with open lenses to get the fiery paths of the torches.



"SHOWING OFF THE FLOWER GARDEN," by Douglass Crockwell. Number 32 in the series "Home Life in America."

Beer belongs...enjoy it

In this home-loving land of ours . . . in this America of kindness, of friendship, of good-humored tolerance . . . perhaps no beverages are more "at home" on more occasions than good American beer and ale.

For beer and ale are the kinds of beverages Americans like. They belong—to pleasant living, to good fellowship, to sensible moderation. And our right to enjoy them, this too belongs—to our own American heritage of personal freedom.



AMERICA'S BEVERAGE OF MODERATION



Jugglers CONTINUED



Ago n Crosley makes automotive history—this time with the daring HOTSHOT—a new thrill in motor-ing! High in style, amazing low in price—even less than other Crosley passenger models!

The Crosley HOTSHOT follows the dashing lines of racing cars, but will collect a crowd on Main Street or at the club. It's light, fast, economical. For those who want to participate in track racing, road racing or hill climbing competitions, the engine may be souped up as high as 12 or 14 to 1 compression ratio. Also, the windshield, bumpers, top and head lights are removable. Quickly detachable side doors, not shown, as well as top and side curtains, are standard equipment.

Powered by the amazing C 8A (cast iron block) overhead cam shaft engine—the only light, high speed, high compression, racing type engine built in quantity in this country. Equipped with Crosley's revolutionary Hydrodynamic Brakes—the ultra modern airplane type hydraulic brake now standard equipment on all Crosley cars.

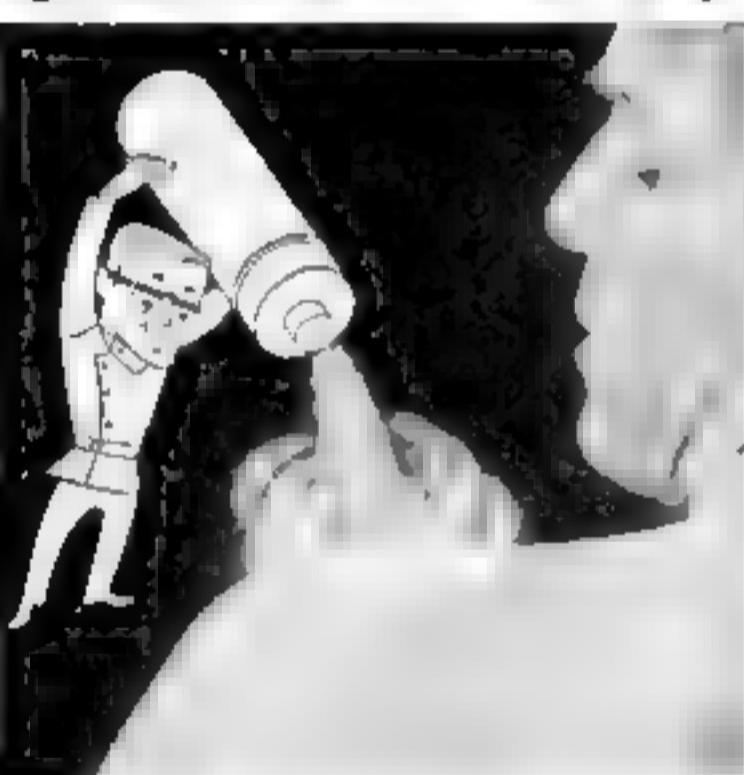
Drive the new Crosley HOTSHOT. Learn about the hundreds of spectacular improvements in the entire Crosley line. For free literature describing the HOTSHOT and the 5 other Crosley models, including Station Wagon Illustrated, write Crosley Motors, Inc., 2530-BH Spring Grove Ave., Cincinnati 14, O.



CROSLEY A FINE car.

"You See Them Everywhere!"

SUNBURN?



Get SOOTHING RELIEF with this PROTECTIVE Powder!

For sunburn discomfort, sprinkle on Ammens Powder right away! It cushions the contact between your clothes and tender skin—helps prevent irritating clothes rub.

You'll find Ammens Antiseptic Powder soothing, protective for all skin irritations. It's so soft—provides remarkable "cushion comfort." Relieves itching, burning, chafing and soreness of prickly heat, diaper rash, athlete's foot, etc.

Get Ammens Powder today—enjoy its medicated relief and "cushion comfort" all summer.

FREE trial-size can. Write today to Dept. L-812, Bristol-Myers Co., Hillside, N. J. (Offer limited to U.S.A.)

AMMENS
Antiseptic Powder



SON'S NOSE, belonging to Arthur Jennings Jr., 5, supports a peacock feather. Coached by his juggling father (below), he mastered the feat in 33 minutes.

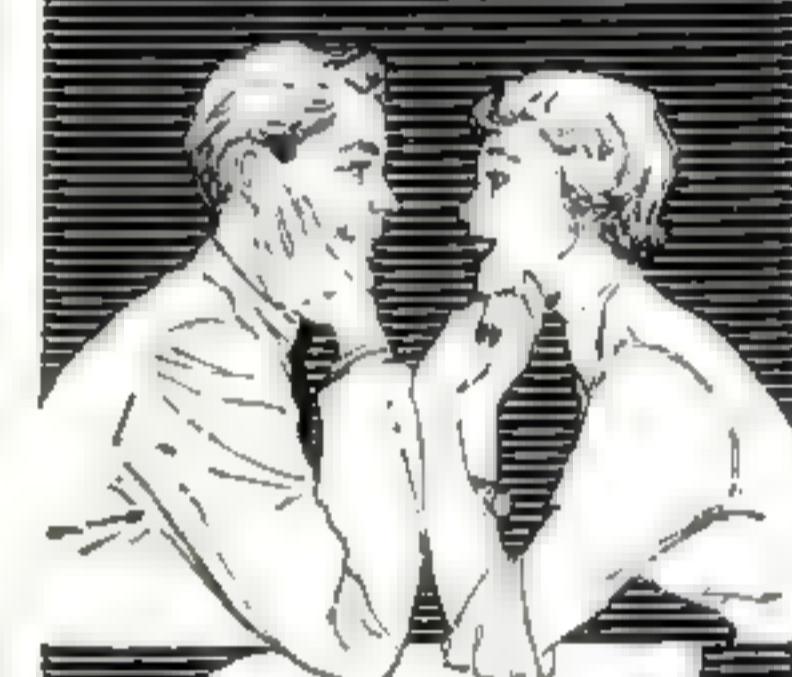
JUGGLERS CONVENTION

To the 164 members of the International Jugglers Association, who call themselves "jugs," their second annual convention at Jamestown, N.Y. was a gratifying event. Long confirmed individualists (prime examples: the late W. C. Fields and Fred Allen), they were at last feeling the heady joys of solidarity. Their new aims were to provoke admiration for tough stunts like juggling seven balls at once, as well as showy feats like fire juggling (p. 71); to make reticent jugs exchange trade secrets, and to discuss the therapeutic value of juggling which jugs claim is good for weak arm and eye muscles. For three days the convention hotel echoed with the clatter of falling balls, dishes, cutlery and bones. Only convention casualties: a sprinkling of bruises from fumbled Indian clubs.



FATHER'S NOSE supports a newspaper. President of Jugglers Association, Jennings Sr. lectured on use of comic props, which enlivens sober art of juggling.

A
Squibb clean
mouth
has a
mint-fresh
breath



Pleasant...
real mint for
taste and breath.

Gentle...
contains the finest
known polishing
ingredients.

Effective...
made with
antacid
magnesium
hydroxide.



ECONOMY SIZE 4.5 OZS
SQUIBB
Dental
Cream

Fairfield County

Smart New Yorkers are flocking to it

PHOTOGRAPHS FOR LIFE BY NINA LEEN

Between the sailboat-dotted waters of Long Island Sound and the woodsy border of New York State, in the corner of Connecticut that juts down toward Manhattan Island, lies Fairfield County. Its scalloped shore line gives it hundreds of miles of valuable waterfront property, while the rolling country inland offers countless sites for a home with a view and even room to farm. For all its rural atmosphere it is swiftly reached from New York City by the electrified New Haven Railroad and the high-speed Merritt Parkway.

Fairfield County's industries (*i.e.*, Danbury hats, Bridgeport brass) count for more on the national scene than the one tenth of its population that is supported by well-paid jobs in New York. Yet the spending power of this small group whose family heads commute daily provides, directly or indirectly, a quarter of the county's employment. Because

of its distance from New York, Fairfield County is chiefly reserved for well-to-do commuters.

So thousands of successful New Yorkers, attracted by the rolling hills, the leisurely life and other New Yorkers, have flocked to towns like Greenwich, Darien, Westport and Redding. A similar migration took place near the turn of the century to Long Island's swank North Shore and after World War I to Westchester County, New York, now over crowded. Today it is in Fairfield County that New Yorkers sail their boats, ride their horses, drive around in their station wagons and lead a luxurious rural life.

But their existence is not utopian. The commuter's day revolves around the 7-11 to New York in the morning and the 5-16 out at night. But for the New Yorkers who can, or think they can, afford a country home, Fairfield County is probably the best—and the newly fashionable—place to have it.

RIDGEFIELD





MEETING THE 5:30 from New York City, which gets to Darien at 6:26. Insurance Broker Charles Hollman - wife Irlene brings the children, Mimi, 2, and Chip, 3. The children are ready to go to bed as soon as they get back home.

THE COUNTY'S FAMOUS RESIDENTS LIVE AS FAR EAST AS NEWTOWN.
TIME ZONES ON MAP SHOW HOW LONG IT TAKES THEM TO COMMUTE.

FAIRFIELD COUNTY CONTIN. ED.





TEA ON THE LAWN replaces cocktails for the family of H. S. Richardson (center), who is chairman of the executive committee of Vick Chemical Co. The Richardsons' "Mount Vernon type"

house is on the so-called "Gold Coast" of Greens Farms near the town of Fairfield. This area along the shore of the Sound is the home of the county's very conservative "Proper New Yorkers."

Its life is quietly luxurious

Fairfield County's coastline is rimmed with sea walls and splashed with colorful umbrellas on the private beaches. But the day of the awesome residential castle on the Sound is gone. With taxes high and servants expensive, the county's commuters prefer a house that is not a show place but has every small luxury. Many of them therefore buy old farmhouses, which they remodel at great expense "with all the original charm."

Along the coast east of Stamford the living is about as gracious as it can get. But it is plain living, too, with unostentatious yacht clubs that have small bars, if any; very private country clubs where the dances are secondary to the golf, and a summer theater where the plays are actually more important than the dinners beforehand. This part of Fairfield County is filled with the longer established residents, who take a sincere, year-round interest in their community. The town of Fairfield, for example, has many commuters who were born there, a great oddity in nearly any other suburban town.



NEW ARRIVAL in Westport is James Donovan, a wealthy young (34) executive who bought his home two years ago. He is one of many such newcomers.



BUFFET LUNCH is served at the cabana in front of the swimming pool by Chester LaRoche (standing) president of the C. J. LaRoche advertising agency. The guests are visiting horsemen

participating in the horse show held by the Fairfield County Hunt Club, of which LaRoche is president. The LaRoche home, which is in Fairfield, has a pool because it is fully 2½ miles from the Sound.

← **NELSON MACY**, A PRINTING EXECUTIVE, PLAYS HOST TO NEIGHBORS ON THE BEACH IN FRONT OF HIS HOME

FAIRFIELD COUNTY CONTINUED

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 Standard Mineral Co.
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 Scanlan-Morris Laboratories, Inc.
 Cuba Distilling Co.
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 Liquid Carbonic Corp. of Cuba
 Magnolia Airco Gas Products Co.
 Wilson Welder & Metals Co., Inc.
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AN IMPRESSIVE FOURSOME stands on a green of The Country Club of Fairfield, where only 200 members are admitted. That Fairfield County is the land of the far-from-idle rich is illustrated by the business titles listed on the photo-

graph over the head of each golfer. A few wealthy Fairfield County residents, like D. S. Starring, work in the county cities of Stamford, Norwalk and Bridgeport. But most, like the other three members of the foursome, ride the train to New York.



THE PEQUOT YACHT CLUB in the town of Fairfield is especially attractive for the youngsters because it encourages junior sailing and has no bar. Members claim that the size of the yacht club bar increases in each club toward New York.



THE RAILROAD CLUB CAR is an exclusive, air-conditioned arrangement for wealthy commuters who prefer not to ride in coaches. This one (New York to the town of Fairfield) costs a member \$140 a year besides the regular commutation fare.



IMPORTED SAND makes a small beach at the H. S. Richardson home, where a Richardson grandchild (center) entertains neighbors with help of a nurse. Sand has to be brought in because the beach along this shore is mostly rocks and mud.



COUNTRY PLAYHOUSE in Westport gives better than average plays, including tryouts of Broadway-bound shows. Here Eddie Dowling (in bow tie) and Meg Mundy (behind Dowling) rehearse a popular old one, *The Time of Your Life*.



NEW ENGLAND CHURCH in Easton inspires a painting by Stevan Dohanos, a Westport resident

who draws many of the *Saturday Evening Post* covers. Model George Weising, who is here impersonat-

ing a minister posting his next sermon, has posed for Dohanos as everything from fireman to circus driver.

Its "idea people" live around Westport

Among the first New York "discoverers" of Fairfield County were artists and authors who moved there shortly after the turn of the century because their commuting schedule was not so rigorous as that of the businessman. They also liked its atmosphere of old New England.

Today Fairfield County has almost as many "idea people" as it has people of wealth. Many of the authors, artists and actors live around the town

of Westport, a one-time colonial shipping center just west of the town of Fairfield. There are probably more professional artists within a 25-mile radius of Westport than in any comparable spot in the U.S. The Westport Artists Club, which was formed only four years ago, already has 148 members. The club's president: Wood Cowan, who once drew the newspaper cartoon *Our Boarding House* (*Major Hoople*) and is now semi-retired.



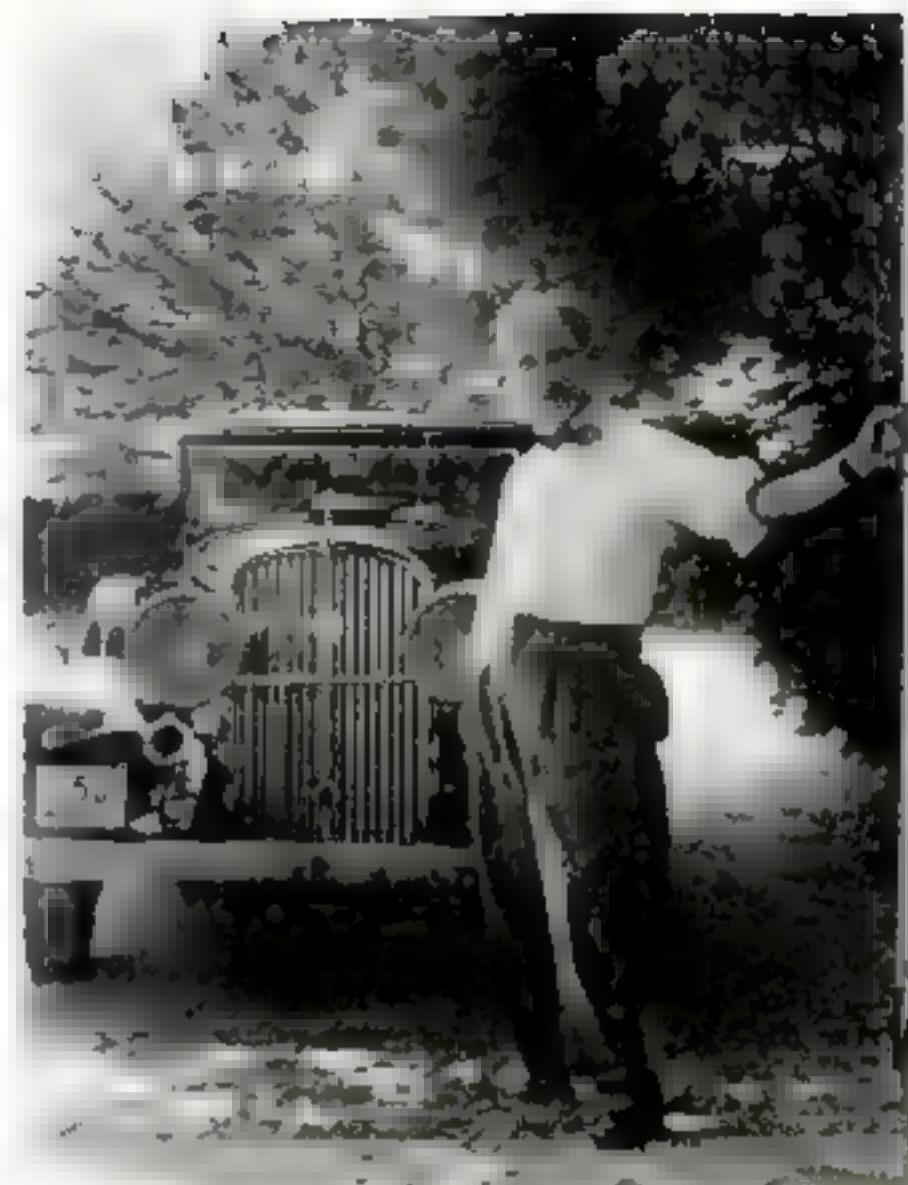
EVA LE GALLIENNE takes a nap on the lawn of her Westport home. She lives in a farmhouse, has 15 acres of land where she keeps chickens and cairn

terriers. She has lived there 22 years, calls it a "retreat from theater people." This summer she made a one-week appearance in the Westport Playhouse.



FRIITZ REINER, famous Wagnerian conductor, moved to Westport in 1938. He built his swimming pool first because he was afraid he could not afford it

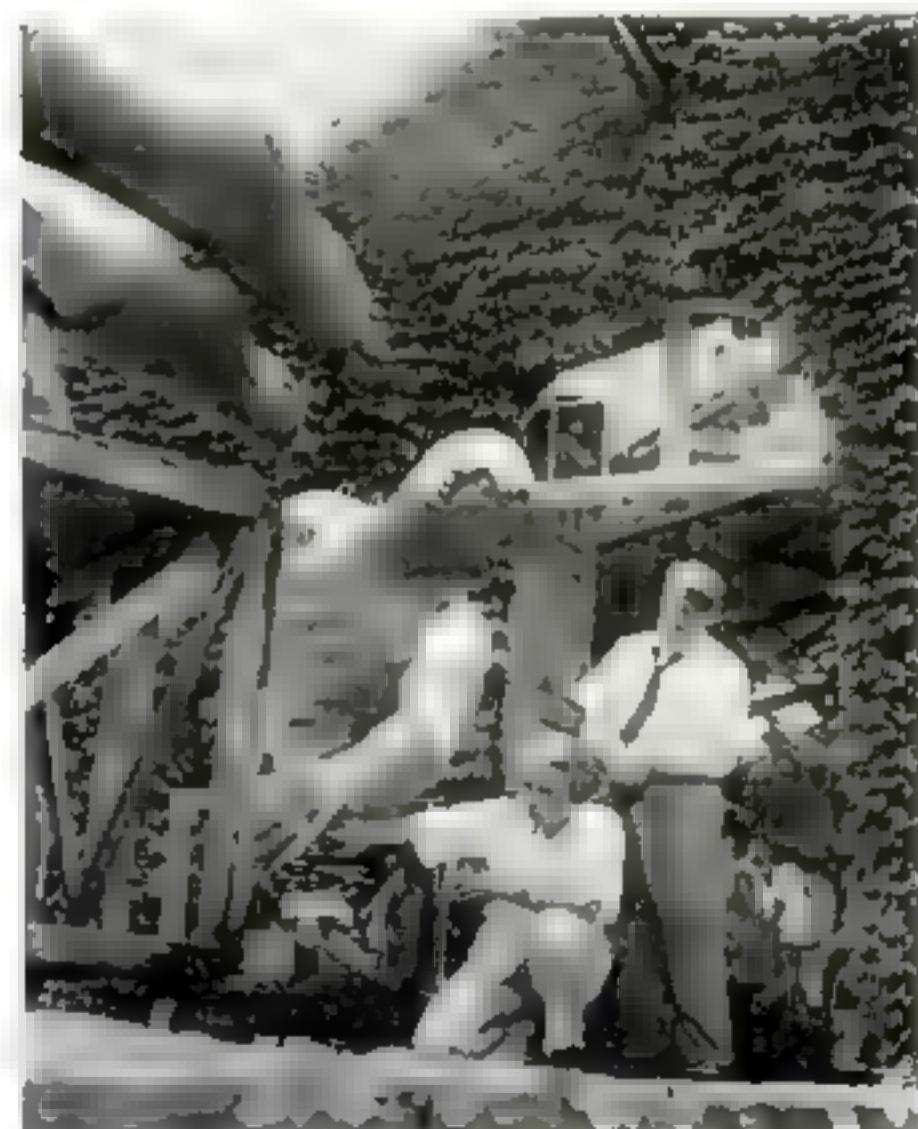
after he had finished the house. When he is conducting at the Met in the winter he lives, like many other Fairfield County people, in a New York apartment.



E. P. ADAMS of *Information Please* owns 2½ acres, claims he prefers this 17-year-old, air-cooled Franklin because it does not freeze at the station in winter.



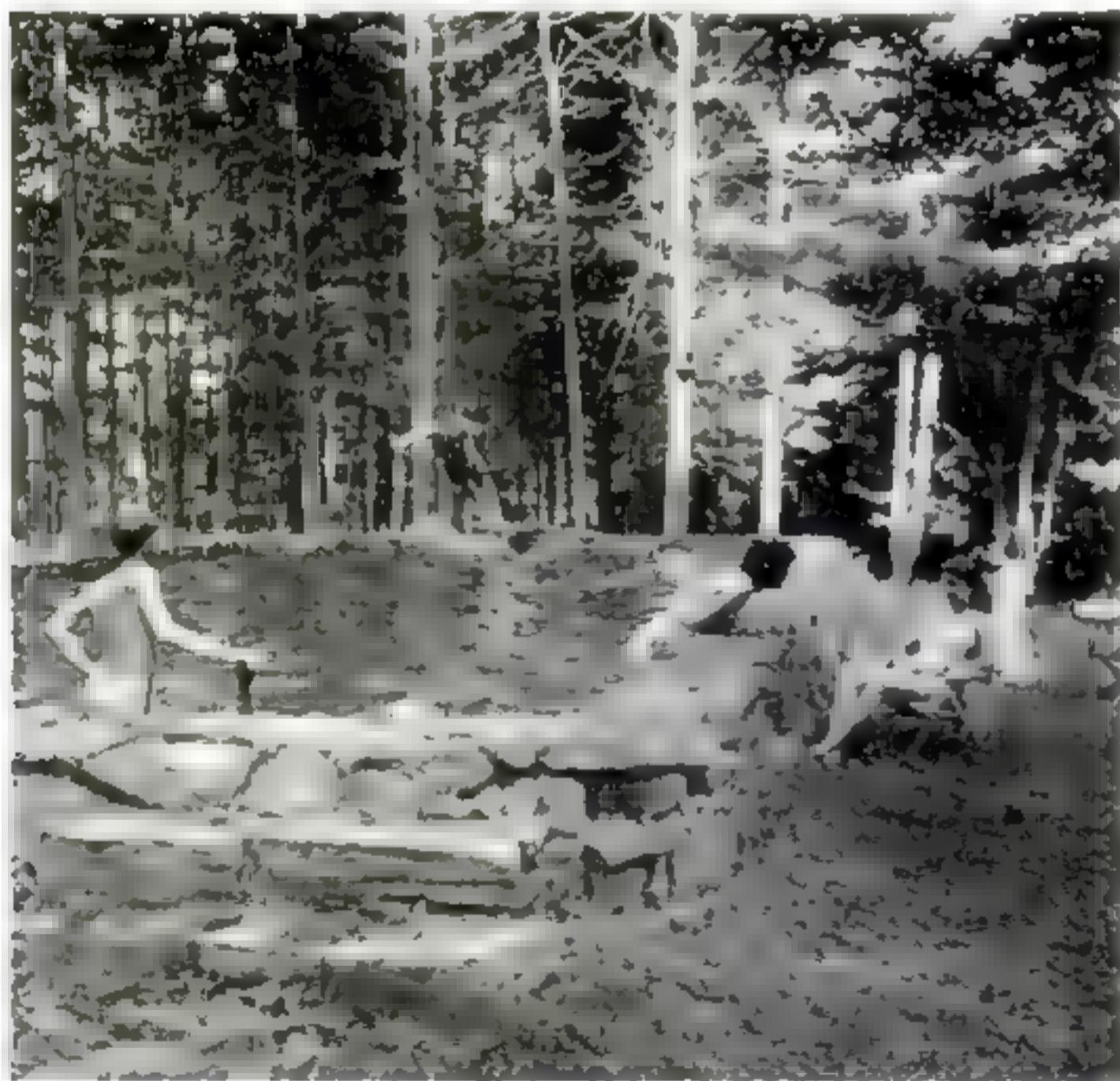
HELEN HOKINSON lives in an English country house, where she draws her famous cartoons of fat and fatuous ladies for *The New Yorker* magazine.



THE FRASERS, James and Laura, wheel massive pieces of sculpture onto an outside platform of their studio for better light. He designed the buffalo nickel.



PEDIGRIED SHEEP represent Jacob's attempt to make farm pay although land costs up to \$1,000 an acre. Until it pays, he makes his living as a management consultant in New York and head of a small steel castings firm in Hartford, Conn.



THE SWIMMING POOL, made of rough stone, is a contrast to the swank pools of nonfarming commuters. Unlike the country club teen-agers, who spend the afternoon around the pool, the Jacob children work on the farm, take occasional dips,

IN THE AUGUST SUN, WHILE FATHER IS IN NEW YORK, HIS SON (ON TRACTOR) AND HIRED HAND WORK THE LOWER HAY FIELD →



FEEDING THE PHEASANTS is one of Daughter Daphne's chores. Jacob raises the ring-necked variety, sells them to well-heeled gourmets at holiday time

Its farmers catch the 7:17

The New Yorkers who have settled along Fairfield County's coast are interested mainly in comfortable living when they are not working in the city. But the up-country area of open countryside has attracted a different and peculiar breed of New Yorker: the commuter-farmer.

Walter P. Jacob operates a working farm. Eight years ago Yaleman Jacob lived in a Long Island suburb, belonged to the Piping Rock Club and longed for the real country. Now in Fairfield County he grows livestock, his children feed chickens, and he can wear what he likes.

Jacob exemplifies the dozens of commuter-farmers who have settled in upper Fairfield County. Like many, he hopes—optimistically—to make the farm self-sufficient and retire. He does not pretend, however, to be indistinguishable from the native farmer. The modernized farmhouse and the swimming pool mark him as a commuter. Cocktail time for the Jacobs is when the cows come home. There are disadvantages to this life: he has to spend three hours on the train each day. But to Jacob, Fairfield County offers the best compromise he could find. Although he may have gulped his lunch in town, Jacob goes to bed at night bathed by cool country air and lulled by the katydid, with hardly a thought of the 7:17 in the morning.



THE OLD FARMHOUSE has come a long way from its shape 15 years ago. The sleeping porch up-stair was added by the previous owner, and Jacob is now making a screened porch below, where their one maid often serves outdoor supper.

Mark of the New Yorker

These are some of the items which commuters consider essential to a happy life in Fairfield County. Others are huge green bottles on the doorstep, ship models on the mantle, hitching posts on the drive. Usually not very utilitarian, they do serve to distinguish the transplanted New Yorker who has fled from the sameness of apartment life and is now making his country place as similar to the one next door as he can.



POST LANTERN



PAINTED SPLIT RAIL FENCE



ANTIQUE BOTTLE



COBBLER'S BENCH



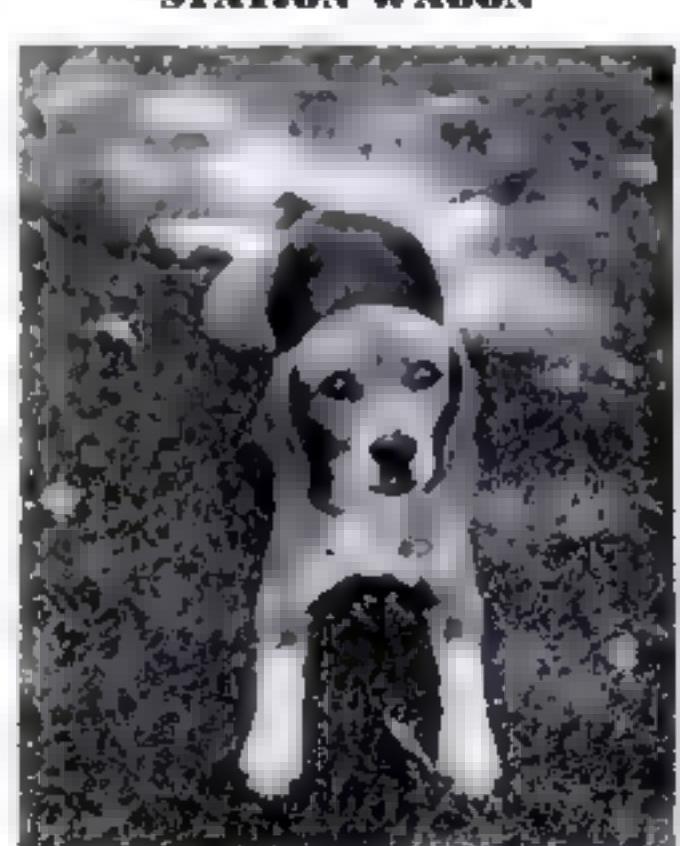
FIREPROOF SAFE



STATION WAGON



OLD WINDOWPANE



BEAGLE

MRS. NEWLY-WED

I'm so glad!
It's Tom's
favorite, too!

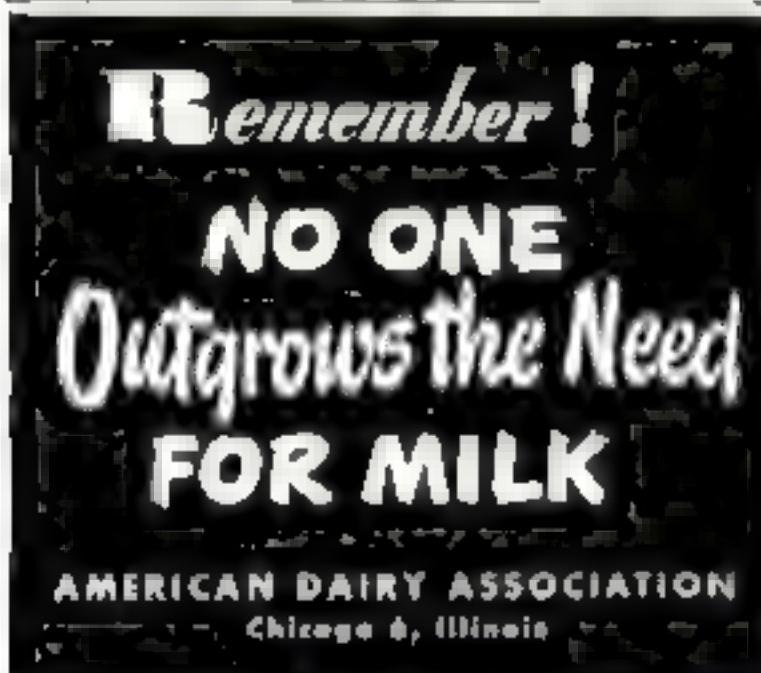
MRS. UPPERCUST
Delicious, my dear!
You've discovered my
pet spread for
cold cuts!



EXCITING MUSTARD DISCOVERY— Best Foods Mustard with Horseradish

If you like fine mustard, this is for you! A tangy, tasty mustard—plus a tantalizing dash of horseradish—blended with all the skill and finesse you'd expect of Best Foods! Whenever the recipe calls for mustard, you'll do better with Best Foods Mustard-with-Horseradish. Get a jar—today!

MADE BY THE MAKERS OF HELLMANN'S
AND BEST FOODS REAL MAYONNAISE



Don Taborin

"He couldn't even rope a helper before he started eating Wheaties."

Big improvement, too, made last season by St. Louis Cards' Stan Musial. Star slugger hiked bat average to .376—led league! Says Stan, "Wheaties, milk and

fruit is my favorite training dish." Nourishing 100% whole wheat flakes, second-helping good! Had your Wheaties today? "Breakfast of Champions!"

How to turn miles into smiles...



1. You smile with satisfaction as you step into your Pullman and find yourself free of travel cares. Friendly attendants look after your luggage, show you your accommodations, anticipate your wants.



2. You smile contentedly as you sit back and relax in your big, spring-cushioned Pullman seat. You read in easy-chair comfort—or gaze out through big windows at America passing in review before your eyes.



3. You smile with pleasure as you discuss interesting subjects with interesting people in the Pullman lounge car. This club-house on wheels is just the place for chatting, relaxing, having fun from the word Go... Pullman.



4. You smile with anticipation as you tuck yourself into your roomy Pullman bed to find out what dreams are made of. Soft mattress, crisp linens, head-to-toe roominess—everything to make you feel at home.



5. You smile happily as you arrive in the center of town—clear-eyed, fresh, on your toes physically and mentally. On time, too—thanks to dependable railroad schedules. So, remember, for business or pleasure—to turn miles into smiles...

Go Pullman

THE SAFEST, MOST COMFORTABLE WAY TO GET THERE!

See the Chicago Railroad Fair in '49
June 25th through October 2nd
Don't miss the Pullman Exhibit!



AS CIRCUS PRESIDENT John Ringling Naeth is at ease in the arena with his performers. At bottom left, blarre! in action, is Frances Brown, billed simply as "Great

est Juggler of All Time." On the trapeze is Antoinette Concello, No. 1 woman aerialist. The clown at bottom right is Felix Adler. The girl on the elephant appears in the "spa-

CLOSE-UP

JOHN RINGLING NORTH

He is almost as much of a good show as the acts he stages under the Big Top

by JOHN KOBLER

OF all the marvels, human and animal, which populate the Ringling Brothers' circus none can match John Ringling North, the man who runs it, in sheer, brassy flamboyance. It is the considered judgment of a large following of friends and enemies that the sustained private performance given by North, a former stock-and-bond salesman who hacked his way through a financial jungle to become president and majority stockholder of Ringling Brothers and Barnum & Bailey Combined Shows, Inc., is easily as spectacular as any that takes place under the Big Top of The Greatest Show on Earth.

At 46 "Mr. John," as his 1,450 employees address him, is a glittering anachronism whose social and professional activities evoke the tradition of such roccoco sports as "Diamond Jim" Brady, "Bet a Million" Gates and his own prodigious uncle, the late John Ringling. North is considerably less pecunious than those dollar barons. (Uncle John's fortune was once estimated at \$100 million.) Although like them he owns chunks of spectacular properties—over 20 oil wells in Oklahoma, a short-line railroad in Montana, a theater in Wisconsin, a hotel in Florida and more than 7,000 acres of real estate in three of these states, to list a few—he stands knee-deep in promissory notes. Moreover the circus corporation itself can pay no dividends until it liquidates the \$1 million in claims leveled against it following the catastrophic fire in Hartford, Conn. five years ago, when the Big Top burned down, killing 168 spectators. Nearly a fourth of that judgment, plus interest and legal fees, remains to be paid. On a \$35,000-a-year salary as president of the corporation North lacks the substance of a millionaire, but he conspicuously displays the form.

He is one of the last few men left in America who maintain private Pullman cars. The *Jomar*—its first owner, John Ringling, named it in honor of himself and his wife Mabel—is a silver-painted pleasure dome, 82 feet long, in which North lives both on the road and in winter circus headquarters at Sarasota, Fla. It is the scene of epic festivities whose partakers have occasionally numbered such college mates of North (Yale, Class of '26) as Columnist Lucius Beebe, Cartoonist Peter Arno and Crooner Rudy Vallee. For their delectation he keeps a cellar stocked with vintage champagnes and a deep freezer full of filet mignons, stone crabs, pompano, caviar and *pate de foie gras*. There is also a 25¢ slot machine.

In his drinking habits North exceeds even his own usual roccoco standards. "The same drink twice in a row bores me," he confides to his guests. Accordingly, in the passage of a single evening he may run through the bartender's manual, from Alexander to Zombie. The cycle sometimes continues uninterruptedly till dawn without visible effect upon his digestive system or equilibrium. His other whims, as numerous and elaborate as a Roman emperor's, require the full-time attention of a valet, a chef and a chauffeur.

North seldom wakes before 3 o'clock in the afternoon. From fall to spring, when the *Jomar* rests on a railroad siding at the 200-



Why this Tom Collins rates oceans of praise

Cassia from China ...

Valencia peel from Spain ...

Juniper from Italy ...

To these *vintage* year botanicals,
the world's finest ...

Add American grain spirits and
Hiram Walker's 91 years distilling skill ...

There you have it—a great gin.
You'll never find a better
for good tasting, cooling gin drinks.

HIRAM
WALKER'S Distilled London Dry GIN

90 proof. Distilled from 100% American Grain. Hiram Walker & Sons Inc., Peoria, Ill.

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Yosemite Falls
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Sheer drop of 1430 feet.

Kool-Aid
Will Help You
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T'S EASY to keep cool. Drink delicious, full-flavored Kool-Aid thirst quenchers. Enjoy cooling, refreshing Kool-Aid treats such as frozen desserts, frozen suckers, gelatin desserts. SIX zestful flavors to choose from. Economical, too. A 5¢ package makes 10 big, cold drinks.

KOOL-AID 5¢
SIX DELICIOUS FLAVORS
AT GROCERS

TASTY RECIPES ON EVERY PACKAGE
"Kool-Aid" is a registered trademark of the F.W. Woolworth Products Company.

5¢



FAMILY PORTRAIT shows Ringling Brothers, proprietors of "Greatest Show on Earth," with sister and parents. Standing, from left, are Otto, Charles, August, Alfred and Albert. Seated are Henry, Ida (mother of John Ringling North), Father August and his wife Selome, and John, the dominant personality of the family. August and Henry were the only brothers not in the circus.

JOHN RINGLING NORTH CONTINUED

acre winter quarters in Sarasota, nobody dares venture within footfall of the car until Charles, the valet, telephones the executive office a few hundred feet distant to announce the president's levee. The staff brightens. Presently the president strides into view. He is broad and stocky, with crinkly black hair and strong, flashing teeth. By day he often carries a riding crop and wears jodhpurs, for he has been an enthusiastic horseman since his youth, when he took up riding in order to establish a common bond between himself and a beauteous bareback rider.

Upon settling down to his desk he tussles with high-level circus problems. Among the tougher ones posed by this year's show was mapping a 20,000-mile transcontinental tour; finding the more than 10,000 mirrors, each of them an inch square, required to make the moon glimmer in the "Girl in the Moon" number (the Brooks Costume Company finally dug them up); getting permission for the Cutis, a family of German comedy tumblers, to enter the country (their salary had to be paid through the Import-Export Bank). The details are supervised by North's younger brother Henry, the circus's vice president, a man as mild and self-effacing as John is aggressive. Toward

late afternoon North has a stableboy saddle his favorite mount, a stallion named Stonewall's Pride, and takes a lathering gallop around the grounds.

Like the night-blooming cereus, North does not come fully alive until after dark. When not entertaining on the *Jomar*, he usually turns up with a bevy of fellow-celebrants in the John Ringling Hotel's M'Toto Room (named after the circus's lady gorilla). A cocktail lounge with dance band, the M'Toto Room closes its doors to the public at 1 a.m. To North this is practically high noon, and he steps behind the bar to mix drinks himself, a practice sorely trying to the hotel's accountants. He is an inexhaustible conversationalist who spouts, while he mixes, a geyser of anecdote, opinion and personal reminiscence that leaves only a narrow opening for others to slip in a word edgewise.

The 4 a.m. routine

At about 4 a.m., the Martini hour on his drinking program, he sometimes diverts his audience with a repertory of special skills developed at Yale and in the circus. He tap dances, plays the saxophone and cornet, juggles lighted torches and sings songs of his own composition. One song, *Paris*, celebrates a city particularly congenial to his temperament (he has been married to one Parisian actress and engaged to another).

ARE YOUR False Teeth Clean Enough?

Be sure to try Coleo... made by Colgate from a new formula especially to remove film!

Coleo contains a special ingredient that fizzes away film and removable surface stains better, quicker... with complete safety to plates! False teeth and mouth feel fresher, cleaner. Hundreds have tried Coleo in introductory tests. More than 7 out of 10 preferred Coleo to all other types of false-teeth cleansers!



Film and stains gently fizz away without brushing!

INTRODUCTORY OFFER!
49¢ SIZE Both **49¢**
25¢ SIZE for **49¢**

AT YOUR DEALERS' NOW!
as long as supplies last
Coleo is the trade-mark of the
Colgate-Palmolive-Poole Company.



Year in and year out
you'll do well with the
HARTFORD



—all forms of fire,
marine and casualty
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*they're young...
stalwart in heart
and eager to serve*



A—Slim-hipped, equally good minus belt. Worsted gabardine or sharkskin with carefully smaller shoulders, 79.95

B—Zip-lined, double-breasted box coat of the finest gabardine or menswear worsted sharkskin, 89.95

Without zip lining, 79.95



C—Zip-lined gabardine with dolman sleeves to slip easily over suits, 89.95
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D—Zip-lined coat to wear with half belt—completely belted or beltless. Gabardine or worsted sharkskin, 89.95
Without zip lining, 79.95

E—Tweed to be flung back or cinched with a belt. In hillside colors, 79.95



Young in their alert new fashion. Stalwart and enduring in their famous Rothmoor quality. Eager and able to serve you season after season.

79⁹⁵

coats with zip linings

89⁹⁵

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Fleischmann's makes America's most delicious Gin Drinks...



BECAUSE...

It's the
Gin that gives
you all **4...**

QUALITY
SMOOTHNESS
TASTE
MIXABILITY



Ask First For FLEISCHMANN'S—America's First Gin

*FIRST GIN DISTILLED IN AMERICA - DISTILLED FROM AMERICAN GRAIN - 90 PROOF.
THE FLEISCHMANN DISTILLING CORPORATION, PEEKSKILL, N. Y.



TO BRIGHTEN THE CIRCUS North casts his eye over a showgirl modeling a finale costume. The circus' general director, Pat Valdo, is at far right.

JOHN RINGLING NORTH CONTINUED

Despite the strenuousness of North's nocturnal rounds, his mind never strays far from business. Throughout the night he is apt to fetch his associates out of bed for a conference or close a deal by transatlantic telephone, as when last winter he persuaded Alma Piaia, "The French Falcon of Flight," who was then performing in the Paris nightclub Bal Tabarin, to come on over. By 6 or 7 in the morning he heads home to the *Jomar*, after breakfasting heartily on ham and eggs.

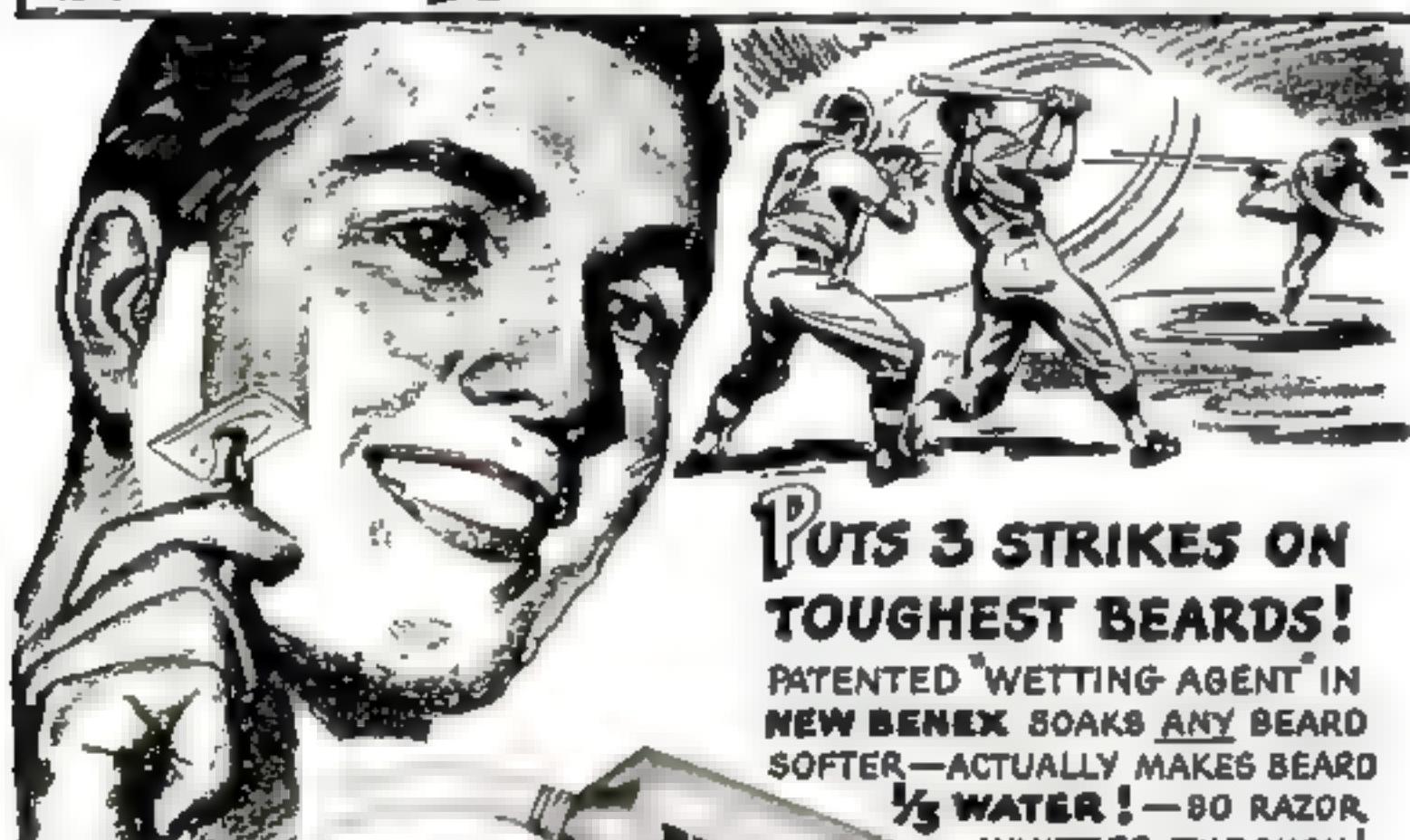
This playboyishness has been wrongly taken as a symptom of debility by North's many adversaries, to their subsequent discomfort. No tougher, craftier showman ever headed the Ringling Brothers enterprise in its entire 67 years. How vigorously North can act under pressure was demonstrated in the circus strike of 1938, during his first season as president. Totting up the contents of the Red Wagon (treasury, in circus jargon) and noting a decline in profits, he proclaimed a 25% pay cut affecting everybody on the lot from himself down to the lowliest roustabout. The American Federation of Actors, A.F. of L., charged that this was a violation of its closed-shop contract with the circus. In Scranton, Pa. the union boss, a former vaudeville actor named Whitehead, pulled his men out, and the circus stalled there for five days, piling up losses of \$250,000. Feelings ran high. John and Henry North barricaded themselves in a hotel. Then the city authorities ordered them to give a show or leave town. But the union refused to move as much as a tent pole back to Sarasota unless the management footed its strike expenses, a matter of some \$3,000.

Showmanship beats the union

SCRANTON being a strong union town, public sympathy was at first clearly behind the strikers. But North figured that delay might well change the public's position, so he allowed matters to drag on. After five days Scranton was wearied by the tenseness created by the presence of idle roustabouts and a contingent of special police. Then North struck a magnanimous attitude—as publicly as possible. Still denying his obligation to pay the union's strike expenses, he stated he would pay in order to relieve Scranton of the burden of a nonperforming circus. He did, and the circus departed for Sarasota with the goodwill of Scranton's citizens. North recalls the episode with considerable satisfaction, and likes to tell how Whitehead came to see him afterward. "Ah, Johnny," lamented the ex-vaudeville trouper, "would that the earth had opened up and swallowed me before all this came to pass." "Would to hell it had," said North.

But this did not resolve North's predicament. He had to play a full season to drive the Red Wagon into the black. Brother Henry had already taken the struck circus to Sarasota when North hit

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TO ENTERTAIN FRIENDS North draws on the vaudeville repertory he learned in youth. Here he amuses guests on his Pullman car by juggling oranges.

upon a cunning stratagem. The corporation still owned a small subsidiary circus that was not unionized. John phoned Henry to load out of quarters with 21 cars (Ringling Brothers' full complement is 90 cars) and join this outfit in the wilds of South Dakota. Soon new bill posters appeared: "Al G. Barnes and Sells-Floto Combined Circus presenting Ringling Brothers and Barnum & Bailey . . . Stupendous New Features."

The union yelled fraud and girded for combat. In Janesville, Wis., a picket line barred the gate to the midway. At show time a herd of elephants approached with tow chains wound around their trunks. The natural motion of an elephant's trunk being a frontal swing, the pickets went down like ninepins as the elephants moved forward, and several of them were laid out cold. In Milwaukee the Norths had a stroke of luck. Several members of the musicians' union there happened to have "sawdust in their nose," a circus phrase for people who have a passion for circuses, and the word was spread around that anybody who tried to picket the show would be tossed into Lake Michigan. Nobody did. In Omaha only one picket appeared. North hired him.

Toward the end of the season North routed the circus through Houston, Texas, where the A.F. of L. was holding its annual convention. Shortly the union's most influential delegates found themselves enjoying the show as its guests. Later that year a new contract was negotiated with scarcely a harsh word. The union has since collapsed, leaving Ringling Brothers nonunionized except for its musicians and bill-posters. Its pay scale remains substantially unchanged: \$12.83 a week plus food and board for a roustabout to \$73.88 for a boss rigger. Showgirls make \$60, star performers as much as \$500. Employee-management relations are tranquil these days, although naturally North is viewed as something less than a friend of the working man by those who went through the strike.

The president's chair in the circus corporation is a spot North covets from tenderest youth and attained only against the furious opposition of every other branch of the prolific, quarrelsome Ringling clan, which still considers him a "gilly" (outsider). North was a precocious tot in Baraboo, Wis., the circus's early winter headquarters, when the five Ringling brothers were banking their first millions. He had been born to their only sister, Ida, and Henry White-stone North, a gentle, uncompetitive soul who earned a modest livelihood as a lumber merchant. He died when John and Henry were youngsters, and although they remember him with affection, it is their uncles, especially Uncle John, the most dominating and expansive personality among them, who exerted the deepest-felt influences in their lives. Though twice married, Uncle John never had children and he took a paternal interest in Ida's boys, exposing them by precept and example to his own highly practical view of the world. "Never attack an assagai with a buggy whip," he would caution them sententiously.

Ringling smoked dollar cigars, rode in a Rolls Royce designed

CONTINUED ON NEXT PAGE

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JOHN RINGLING NORTH CONTINUED

for the czarina of Russia, bought old masters by the square yard and in Sarasota built himself a 50-room palace called Ca’ d’Zan and modeled after that of a Venetian doge, but he would weigh small demands on his pocketbook with the caution of a credit manager. “I don’t think he was exactly stingy,” North says. “He just believed that easy money was bad for your character.”

Uncle John distilled this homely philosophy from a long, rough-and-tumble struggle starting in the cellar of show business, gradually expanding by merger, amalgamation and outright purchase into the 90-car Biggest Show on Earth. Today there is no circus which approaches it in size.

John North began his circus career when he was still in public school in Baraboo. Between terms he traveled with the show as “butcher” (salesman), managing a balloon and whip concession. His music-loving Uncle Charles gave him a saxophone which he taught himself to play in two months. After entering the University of Wisconsin he organized a five-piece student band, charging \$10 an hour at local dances and giving jazz lessons on the side at 50¢ each. Tap dancing, which also brought him in an occasional dollar, he acquired by studying the buck-and-wing teams that played Uncle Al’s theater in Baraboo. When he transferred from Wisconsin to Yale and met Rudy Vallee, he turned his hand to songwriting.

On his 21st birthday he inherited \$20,000 from Uncle Al, and he began to express himself without stint. It was the hey-hey day of the American collegiate (North has never quite lost the stamp), and he joined the raccoon-bearing, roadster-racing Flaming Youths. He carried a Malacca cane and a silver hip flask. Within seven months he had cavorted through his inheritance, losing it on horses, roulette wheels and chorines. He embarked upon his first marriage at this time, to a Chicago debutante. It lasted six years. (His second marriage in 1940 to a French starlet lasted five years.) As Uncle Otto once noted, “There never was a boy better equipped to play.”

Uncle John’s advice

YET North kept a sober eye on future prospects. Disqualified by marriage from finishing college, he spent the winters in Uncle John’s real-estate office, the summers with the circus. In the former capacity he did a million-dollar business the first year, but as a circus employe he could never convince Uncle John that he was worth more than \$35 a week. When he pleaded financial need Uncle John asked, “How’s that roadster of yours, the Buick?” “It’s in pretty fair shape,” North replied. “Hardly a scratch on it.” “Well,” said Uncle John with a violent blink of his eye and a tap-tap of his cane, “sell it, my boy, sell it.” North quit the circus in disgust to become a customer’s man, vowing never to return except as top dog.

But he maintained close and amiable relations with Uncle John, a course which, the way things turned out, proved fortunate for both his own ambitions and the interests of the rest of the family. For in the next decade the mighty Ringling empire was shaken to its foundations. In 1929 John Ringling, by then the only surviving brother, made his last merger. The circumstances were somewhat unfortunate. Then, as today, it was vital to the circus to open its season in New York’s Madison Square Garden, not only because of the big box office, but also the national publicity. That year, however, Ringling nonchalantly let the usual discussion of an April lease on the arena hang fire and another corporation owning five small circuses booked the arena for April. Ringling bought the circuses—and the lease on the Garden—for \$1.7 million, borrowing the money from a loan company on his personal note. Then the Florida real-estate bubble burst, Wall Street blew up and Ringling’s enormous assets were frozen tight. In 1932 he had to default a small part of the interest on his borrowings. To protect their loan his creditors pounced on the circus, installing as manager an oldtime carnival promoter, Sam Gumpertz. Although they kept Ringling on as president for the value of his name, with a token salary of \$5,000 a year, he never again had a voice in circus affairs.

Nor was this the only grief to beset him. His second wife, whom he had divorced, was trying to collect \$50,000 he owed her; the government was preparing to claim \$13 million in tax arrears (Uncle John had always regarded taxation as unconstitutional), and he was embroiled in approximately 100 other lawsuits. Finally he suffered the first of a succession of heart attacks which incapacitated him for decisive action. He could have bailed himself out of a good deal of debt simply by selling a handful of his paintings by Rubens or Ca’ d’Zan, but these he had dedicated as monuments to his own memory and nothing could persuade him to touch them.

In this dilemma John North proved to have more resources than a pretty taste in wines and a repertory of vaudeville stunts. Lest the circus drift forever beyond his reach, a prospect which its credi-

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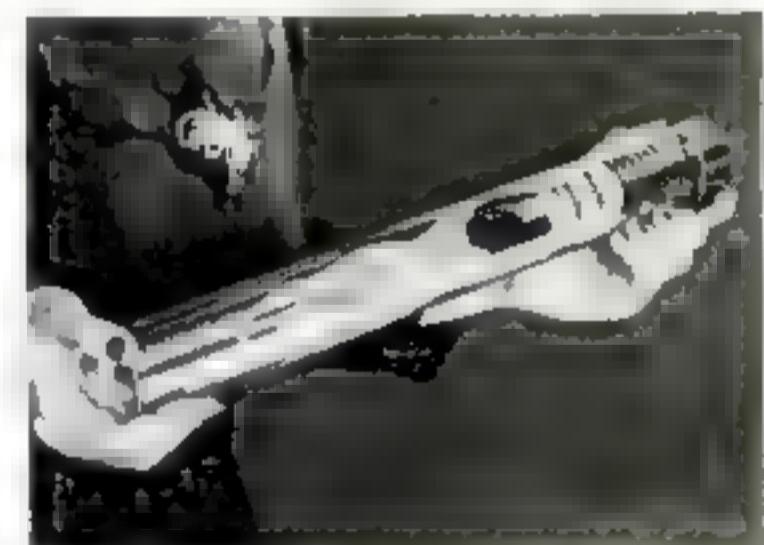
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NORTH BROTHERS manage circus as a team. Henry (right) tends to detail and gets things done while President John supplies ideas and flamboyance.

JOHN RINGLING NORTH CONTINUED

tors viewed with no dismay, he obtained his uncle's power of attorney and hustled around town scraping together the next interest payment on Ringling's \$1.7 million loan. It amounted to about \$50,000 and it was due within a month. Borrowing a few thousand here from a college crony, a few thousand there from some wealthy circus buff and selling 300 cases of Uncle John's rarest bourbon whisky, he managed to raise half of it. Two days' grace remained. A loan shark offered him the balance at 42% interest. In desperation he accepted it. "Thank you, Johnny," was his ailing uncle's only comment when informed that the circus was, for the moment, saved. When North later revealed the interest terms, the old gentleman nearly fell out of bed. "Just like a boy who's never had any real money of his own," he scolded, and he brooded about it to his dying day.

Pneumonia carried Ringling off in 1936 at the age of 70. His estate, when untangled, was appraised at \$23.5 million, but the day he died cash on hand totaled \$300. His will produced some disagreeable surprises for every individual named in it. Ca' d'Zan and the art collection (valued at \$11 million) went to the state of Florida. Half of the remainder of the estate, including 30% of the circus stock, was set up as a trust fund, the income to go to the state for maintenance of the Ringling museums. John and Henry Ringling were to share the other half with their mother. They were also named executors and trustees. But in a codicil dated a year after the will Mrs. North's benefits were reduced to an annual income of \$5,000, the boys cut off without a penny.

Ringling North were to share the other half with their mother. They were also named executors and trustees. But in a codicil dated a year after the will Mrs. North's benefits were reduced to an annual income of \$5,000, the boys cut off without a penny.

Family antagonisms exploded into one of the bitterest battles of the century. Each camp voted about a third of the stock, each disliked and distrusted the others, each was certain it held a sacred mandate to rule the circus. On one side were Uncle Charles's heirs—his widow Edith and son Robert; on the other, Uncle Alf T.'s heir—his daughter-in-law Aubrey. In the middle stood the Norths.

The Ringlings bury the hatchet

ROBERT RINGLING fired the first shot with a suit to oust North as executor. He missed. The issue was, in any event, somewhat academic, because Gumpertz and the creditors were still running the circus. North argued they were running it into bankruptcy. At length the Ringlings buried their hatchets long enough to lend North an ear, and when he proposed to try to raise enough money to get the circus out of hock, providing they would then vote him president, they reluctantly agreed.

Shortly after, North sauntered into the Manufacturers Trust of New York and coolly requested a loan of a million dollars. The only



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JOHN RINGLING NORTH CONTINUED

collateral he could offer was the frozen Ringling assets and his own assurance that he knew how to operate a circus. It is striking evidence of his powers of salesmanship that North, until then distinguished chiefly as an ornament of Manhattan nightlife, got the loan. He also discovered that the creditors had awarded themselves a 10% bonus in stock. He persuaded them to sell these shares, taking 7% for himself, the rest being divided between Aunt Edith and Cousin Aubrey. By 1947 he had accumulated enough money from other investments to buy the 30% in trust from the state of Florida. He had passed the halfway mark toward majority control.

After paying off the creditors and tossing out Gumpertz, North's first act as president was to buy Gargantua for nearly \$10,000 from a Brooklyn housewife who had raised him to young gorillahood in her backyard (LIFE, Feb. 26, 1940). No gorilla had ever survived the rigors of the circus road, but North kept Gargantua healthy and happy in an air-conditioned cage, and it is not exaggerating to say that the gorilla put over the show that year practically single-handed. No previous attraction, not even Uncle John's beloved giraffe-necked, plate-slipped Ubangis, ever snared as much publicity as this "Vehe-mently Vicious, Frightfully Fiendish, Man-like Monster." One day Gargantua reached through the bars of his cage, grabbed North's right arm and nearly tore it off. On his way to first aid North staggered into the press car. "Boys," he gasped, "if I die, it'll make the front pages."

The circus flourished in North's hands. He cleaned up the bank debt, paid dividends to the stockholders and socked away more than a million dollars. But he continued to be a thorn in the Ringlings' collective side and his bumptious insistence that he alone had saved the day did not alleviate their pain. At the stockholders' meeting the year the war started he moved that they either offer the circus gratis to the government as a morale-builder or retire it for the duration. One worry on his mind was the fire hazard. In Cleveland the season before a fire had broken out in the menagerie tent; 51 animals were burned to death. North shuddered whenever he thought of it. All the tents could be flame-proofed, but the process required chemicals which could not be obtained for private use during the war. Nevertheless the other stockholders voted to carry on and North tendered his resignation. It was accepted with alacrity.

The Hartford fire

UNDER its new management (president: Robert Ringling; vice president: James Haley, who became Aubrey Ringling's second husband in 1943) the circus got as far as the 1944 season and Hartford. The fire there, the worst in circus history, almost wrecked the corporation for good. In addition to fixing huge damage assessments, the courts sentenced Haley and five employees to a year's imprisonment. Robert Ringling happened to have been absent the day of the fire and he incurred no prison penalty.

Out of this shambles North, ever watchfully waiting in exile, mapped a strategy that ultimately brought him out on top again. To frighten his successors he filed civil suit for mismanagement against them. Then, as they were appealing for a suspension of sentence on the grounds that the circus could not function without them, he stood up in court to testify that, on the contrary, they were highly dispensable. Later he visited Haley in jail. What passed between the two men in jail neither has ever disclosed, but at the next stockholders' meeting the Haleys and the Norths made common cause. When the smoke of battle had cleared Haley was president, North was vice president, Robert Ringling strictly *emeritus*. In 1947 the Haleys withdrew from the corporation altogether, relinquishing their stock to North for \$475,000. Thus, after an implacable 10-year campaign, the *enfant terrible* of circuses had 51% of the stock and with it the power to elect himself president perpetually. "That's all I wanted," said he brightly.

Next to fame and fortune, what appeals to North most about directing a circus is the esthetic side. He adapts ideas from various art mediums with an eclecticism that would have appalled Uncle John, and, in fact, it distresses many an old-fashioned circus-goer. In the Ringlings' prime a circus was never expected to be other than a sprawling, unconfined riot of unrelated acts, performed to the brave piping of a calliope, with maybe a grand procession, the "spec," once around the ring to start things off. Millions loved it that way and some, apparently now a nostalgic minority, ignore the circus when it comes to town. For North insists upon "artistic unity." The whole show nowadays is held together by a theme song, an integrated color scheme for costumes and decor, and a production motif. This year, for example, the motif is birthdays. The show features an extravaganza depicting a kind of universal children's birthday party, includes production numbers spotted throughout

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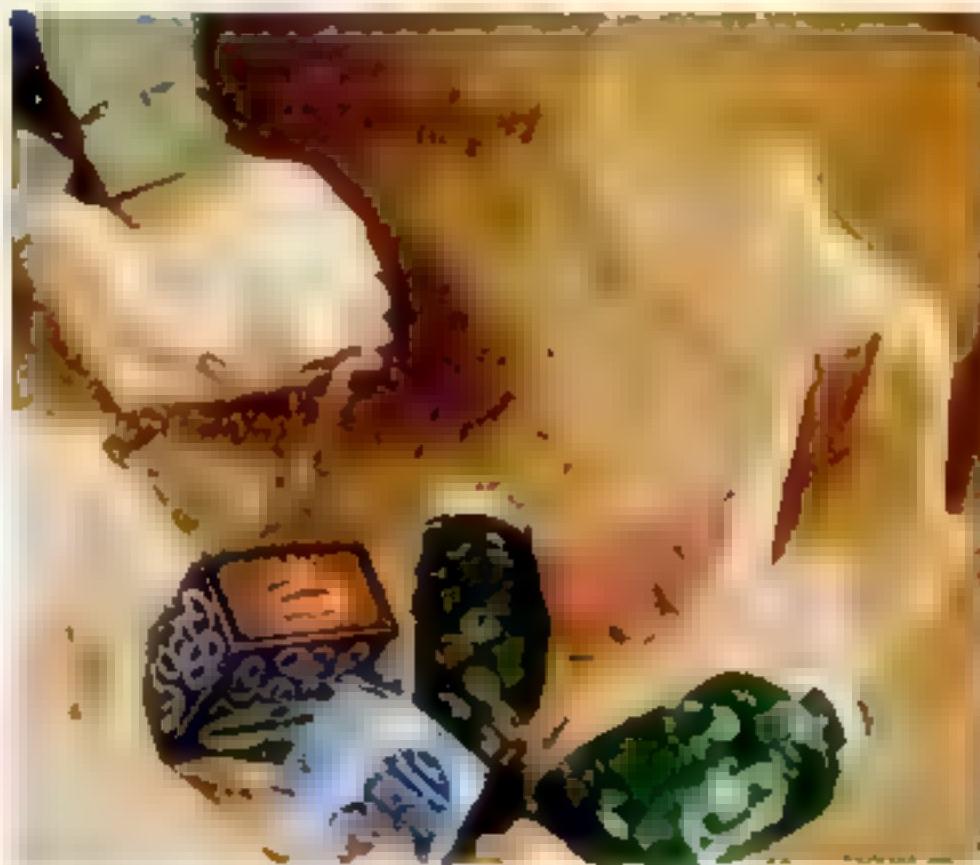
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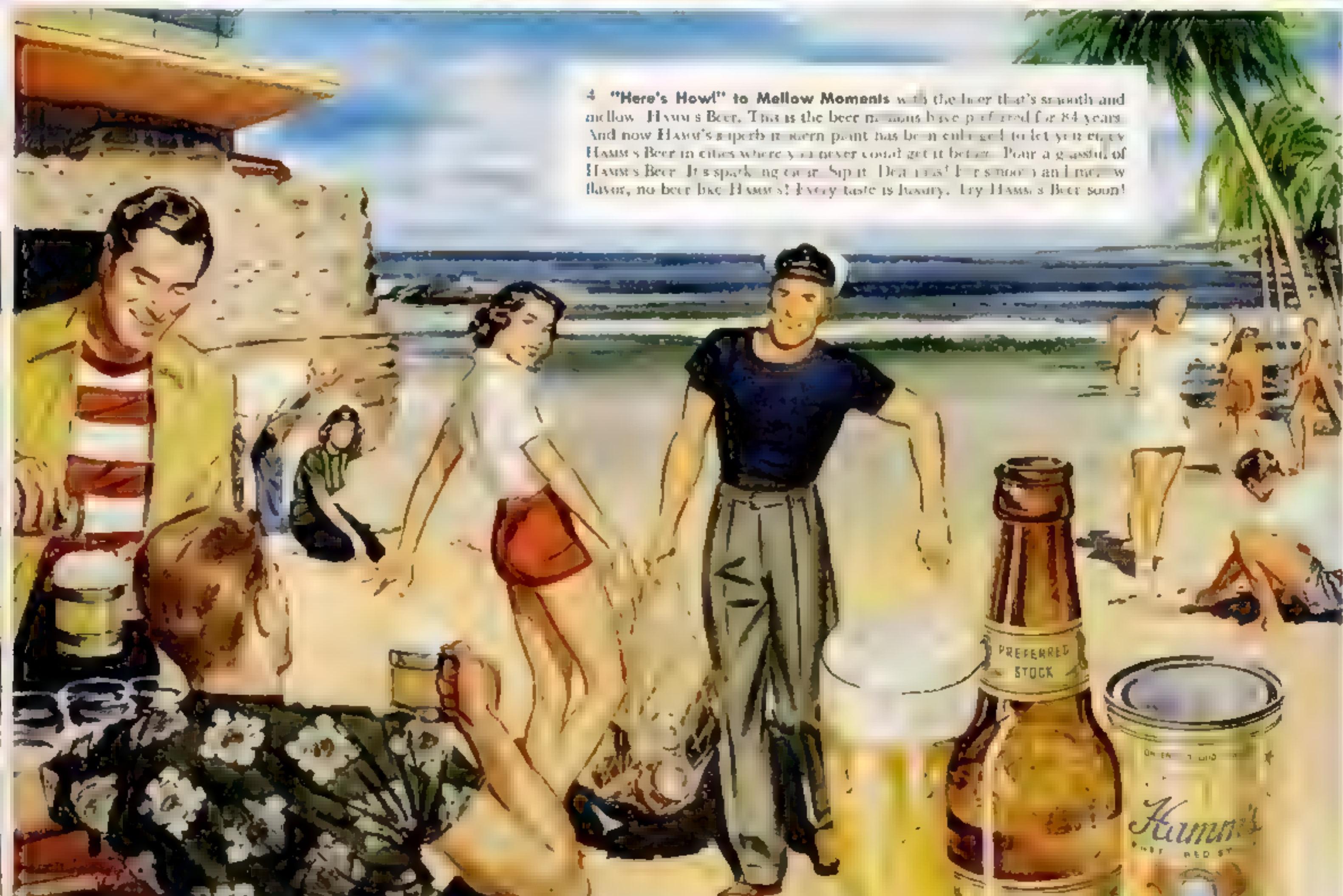
1 Start a Smooth "Shipwreck Party" with invitations saying when and where castaways find a good ship. Mellow Moments are expected to find. Let the Castaways' forage for fun. Leave clues such as arrows on beach.



2 All Hands Join the Fun of digging up hidden utensils and provisions—anything that's appropriate to a sailor's menu. The party's twice the fun when you give prizes to couples for alertness in first spotting a cache of supplies.



3 Best Prize of All Turns Up—a case of Hamm's Beer. Now, see those castaways come on the run. Because Hamm's is the smooth and mellow beer preferred for all low moments—the finest beer that ever made a party a success!



4 "Here's How!" to Mellow Moments with the beer that's smooth and mellow, Hamm's Beer. This is the beer millions have preferred for 84 years. And now Hamm's superb return point has been enlarged to let you enjoy Hamm's Beer in cities where you never could get it before. Pour a glassful of Hamm's Beer. It's sparkling cool. Sip it. Drink it! For smooth and mellow flavor, no beer like Hamm's! Every taste is luxury. Try Hamm's Beer soon!

This will... with
Hamm's Beer
Smooth and Mellow



THEO HAMM
BREWING CO.
ST. PAUL, MINN.

"SPUNK WATER, SPUNK WASH



YOU MEAN TO SAY you never heard of spunk water for warts? Why sure! Ask Grandpa—he'll tell you that when he was a boy, the best way to cure warts was to dip up some spunk water (you know—rain water that has collected in an old hollow tree stump), sprinkle it over your warts, and murmur, "Spunk water, spunk water, wash away my warts!"

Yes, indeed—in those days folks knew what to do for just about *anything!* To relieve rheumatism, you simply carried a horse chestnut in your pocket. If you got a heart attack, Uncle Elmer lit a handful of chicken feathers and waved them beneath your nose. And, of course, the way to cure a cold was to slather goose-grease on your neck and wrap it with strips of red flannel underwear!

WATER, away my warts!"

Funny thing, though, despite all those "cures" and remedies, the insurance companies say Americans lived an average of 16.6 *fewer* years in 1900 than *nowadays*!

Most of the credit for our "extra years" surely must go to America's medical profession. Part of the credit also must go to the modern drugs, medicines, antiseptics and other wonderful products that come from our great laboratories—and that reach us through the corner drugstore.

How on earth did America's millions *find out* about these products and learn how to use them?

Well, much of the credit for *that* surely must go to national advertising. For, after a new drug product has been formulated, tested, approved and produced—advertising tells us all about it.

And because advertising does its job so quickly—and so economically—it's almost no time at all

before lots of folks know about that new product and want to buy it. Which, of course, means that the manufacturer can price his product within the reach of all.

- *So you see, in addition to its educational value, it's perfectly proper to figure that advertising saves you money!*

Also, back of the many nationally advertised products you buy at your drugstore, stands the manufacturer's pledge of quality—whether it be penicillin or perfume, sulfa drugs or soap, antiseptics, razor blades, lotions, lipsticks, talcum powder, toothpaste or what not.

And equally important is the automatic safeguard imposed by the very act of national advertising. For, advertisers know that the sales success of a product goes hand in hand with its honest presentation to the public.

LIFE

Reprints of this message are available.
Write to: 2320 Time & Life Building, New York 20, N. Y.



*Very
personally
yours*

For many a long day, you'd hoped for just such welcome comfort as you've found now—with the new Kotex. You've learned about a new kind of softness . . .

Longer lasting than any you'd known. A new, loyal kind of softness that holds its shape, keeps faith with safety—because Kotex is made to stay soft while you wear it. Of course . . .

Lasting confidence, too, comes from knowing that those flat pressed ends prevent revealing outlines. And that you have extra protection, thanks to a special safety center. Yes . . .

Comfort and confidence follow, when you choose from the three absorbencies of Kotex—find the one that meets your own needs. With Regular, Junior or Super, you discover a new formula for freedom . . . very personally yours.



*more women choose Kotex
than all other sanitary napkins—*



JOHN RINGLING NORTH CONTINUED

commemorating historic anniversaries and winds up with a Fourth of July pageant built around four blown-up photographs of Harry Truman. (A showman's deference, thus, to the voice of the people, for North is a staunch Republican.)

In previous years he retained Norman Bel Geddes, the futuristic designer, to style not only the show itself but a lot of the equipment, from seat covers to ring curbs, and his friend, Peter Arno, to enliven the program with cartoons. After hearing music by Igor Stravinsky for the first time, North telephoned the great Russian composer at his Hollywood home and commissioned a score for a ballet to be executed chiefly by elephants. "It's got to be written so a circus band can play it, you understand," he explained. Stravinsky said he understood and duly submitted a composition full of characteristic dissonances, the *Elephant Polka*. North hired George Balanchine to do the choreography and Vera Zorina to interpret the leading nonelephant role.

The older generation of circus impresarios tends to scoff at such frills. "We didn't have no long-hair music and fancy bal-lee dancers," says one of them. "Just the good old sure-fire attractions, and we raked in the mazoola." North concedes that his profits, though substantial, are not and probably never will be again what they were in the palmy era of low taxes and cheap labor. To draw Americans away from their radios, television sets and the movies, the circus, he feels, must offer them equally luxurious fare and some headline-hot nonesuch "for the first time in America" like Unus, the man who stands on his forefinger, or the great Swanson, who hangs by his neck in a hangman's noose. Europe, where movies have yet to displace the music-hall and the one-ring circus, remains the most fertile training ground for circus talent, and North, who refuses to rely entirely on his foreign agents, spends months there every year. Last trip he scouted 20 small outfits in the American-British zone of Germany alone.

North first saw Unus stand on one finger in a Barcelona circus two years ago but couldn't get him to sign up, despite a reported offer of \$500 a week, until a year later, when he saw him again in Geneva. Unus became the sensation of Ringling's 1948 season.

For 1949 North's new attractions are the Geraldos, husband and wife ("Breath-taking European Adagio Duo Aloft Who Twice Daily Shake Dice with Death and Skirt the Borderline of Eternity"); the Danish equestrienne, Lilian Wittmack, who for six years had been national amateur jumping-horse champion and turned professional only upon North's persuasion; the Rola Rola team ("The Venus and Adonis of the . . . Rolling Globe"), who liked it fine in their native Andes until North lured them to the U.S. with American dollars.

The Red Wagon's figures apparently justify North's selection of new acts. If the overhead is high—and sentimentalists are bitter—admissions stand at an all-time record—2,117,965 in 1948. Within the next year or two North expects to wipe out the Hartford claims and slice a dividend pie. This may even reconcile the last of the Ringlings to his leadership. Not long ago one of them summed up the way the family feels about him with a statement that North accepts as something of a tribute: "Oh, Johnny's a showman. I guess the main difference between him and his Uncle John is that he's the bigger rascal."



AT WINTER QUARTERS North, a skillful rider, likes to put his horse through show paces. Behind him is part of the 90-car Ringling circus train.

**Quick,
Cooling
Relief
for
Athlete's
Foot!**

DISCOVER QUINSANA'S AMAZING RESULTS
ON CRACKS, PEELING BETWEEN TOES!

■ Tests prove that 9 out of 10 get relief from itching, burning Athlete's Foot with Quinsana treatment. It's the world's largest selling Athlete's Foot Powder!

■ Quinsana's antiseptic action helps prevent the growth of the fungi that cause Athlete's Foot. It works fast to relieve the misery of itching, cracking, peeling between toes. And daily Quinsana use helps prevent the recurrence of Athlete's Foot!

Relieve Burning Tired Feet! . . . Soothing, cooling Quinsana helps keep feet dry, comfortable. It acts to absorb excessive perspiration . . . helps combat foot odor.

Shake Quinsana on your feet. Shake it in shoes to help absorb sweat. Use Quinsana every day!

MENNEN QUINSANA
ATHLETE'S FOOT POWDER

HERE'S HOW
to relieve
discomfort
when you
**EAT, DRINK
TOO MUCH**

Simply take world-known ENO at bedtime and you'll quickly help neutralize excess stomach acid, ease upset "full feelin' overnight! When you wake, take ENO as a quick-acting laxative. It offers positive, yet gentle relief. Used by millions. At all druggists—buy today!

1 ANTACID—relieves sourness, gas and heartburn promptly.

2 LAXATIVE—to relieve temporary sluggishness quickly, take before breakfast when needed.

3 PLEASANT—as a glass of sparkling, bubbly soda water!

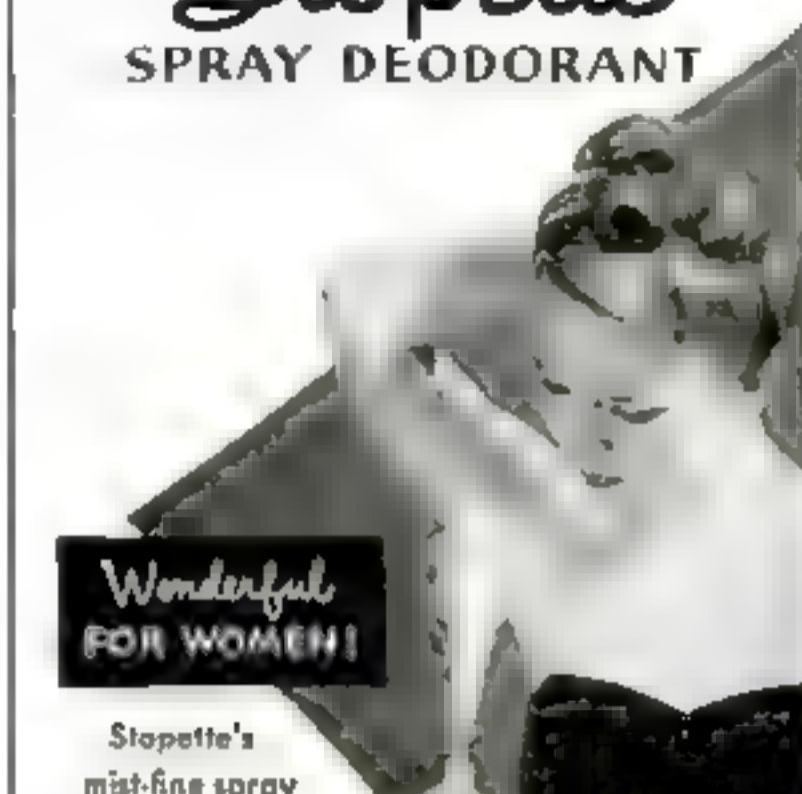
**Take
Good-tasting ENO**



AT WINTER QUARTERS North, a skillful rider, likes to put his horse through show paces. Behind him is part of the 90-car Ringling circus train.

Spray your
perspiration worries away
with

Stopette
SPRAY DEODORANT



Wonderful
FOR WOMEN!

Stopette's
mist-fine spray
banishes odor and
perspiration worries!
Composed of kind-
to-skin ingredients.
Safe for clothes.



Wonderful
FOR MEN!

No gooey cream—no
sticky fingers! Stopette
sprays on, dries instantly
—gives sure
protection!



Stopette
SPRAY
DEODORANT

Stopette
SPRAY DEODORANT

No messy,
sticky fingers
when you apply
Stopette Deodorant!

Invisible Stopette mist dries
the instant you spray it on . . .
stops odor at once . . . leaves no
trace on skin or clothes.

You can't spill Stopette—it can't
dry up—thanks to its airtight, un-
breakable bottle. Economical, too
... hundreds of sprays per bottle.
Your favorite drug or cosmetic
counter has Stopette . . . try it today!



JULES MONTENIER, INC.
CHICAGO



HOW TO CHEAT AT CARDS

Top authority exposes and explains signals used by international crooks

To every man who finds himself playing cards with strangers comes the suspicion that someone is going to cheat him by dealing off the bottom of the deck, by palming aces or by some other sleight-of-hand artistry. There is, however, a far subtler danger than this—a signal system used and understood by cardsharps the world over, from St. Louis to Singapore. This international code disdains anything so crude as actual manipulation of cards. It depends instead on little signs given so quickly and casually as to defy detection by the average, pure-in-heart player. So perfect is this communication that cardsharps who have never met before can recognize one another immediately, join forces and cheat unsuspecting suckers. Shown here are the signal systems used in gin rummy, draw and stud poker and bridge, as demonstrated by John Scarne (left), a professional card expert, lecturer and author. His recent book, *Scarne on Cards* (Crown, \$3.95), tops off many years devoted to exposing crooked gambling techniques.

"SHALL I KNOCK with three points?" is what card authority John Scarne asks his lady confederate in this posed gin rummy game aboard an ocean liner. He indicates his question by separating three cards ever so slightly from

the rest of the cards in his hand. The young woman, who is presumably only kibitzing on the game, signals "yes" or "no" by the way she holds her cigarette holder. For some reason traveling seems to bring out the gambling urge.



HAND ON CHEST is the way card crook announces himself to other sharers. Gesture means simply, "I'm in this for keeps. Anyone here want to team up with me?"



PALM DOWN on table is a variation of hand-on-chest introductory signal shown at left, or an answering "yes" signal from another crook agreeing to combine forces.



CLOSED FIST on chest is lone wolf's declaration that he does not want to take on confederate. It warns: "This is my game. Better stay out." This averts squabbles.



CLOSED FIST on the table is still another way by which one sharper tells another that he does not wish to team up or to divvy up the loot when the game is finished.

STUD POKER



ACE IN THE HOLE. Position on the face-down card of first card turned up (in this case a 10) indicates the player has an ace in the hole besides the ace dealt later.



QUEEN IN THE HOLE. Difference in position of card across hole card is an almost imperceptible but important variation from that showing presence of a king.

JACK IN THE HOLE. Nine of clubs, shown far on the left of the hole card, is the evidence to a professional gambler that a jack is the unseen card in this case.



TEN IN THE HOLE. The guide card in this case starts moving forward as well as sideward to overlap right-hand corner of hole card, indicating hole card is a 10.



NINE IN THE HOLE. Slight motion forward and to left indicates a nine. The key card is advanced even further to left to show an eight and after that a seven.



CLUB FLUSH. Hole card for the first time now covers left corner of first upturned card, indicating a six. Extended forefinger discloses that six is also a club.



HEART FLUSH. Three fingers declare that hole card is heart. Two fingers would indicate diamonds; four fingers, spades. The hole card placement indicates a four.

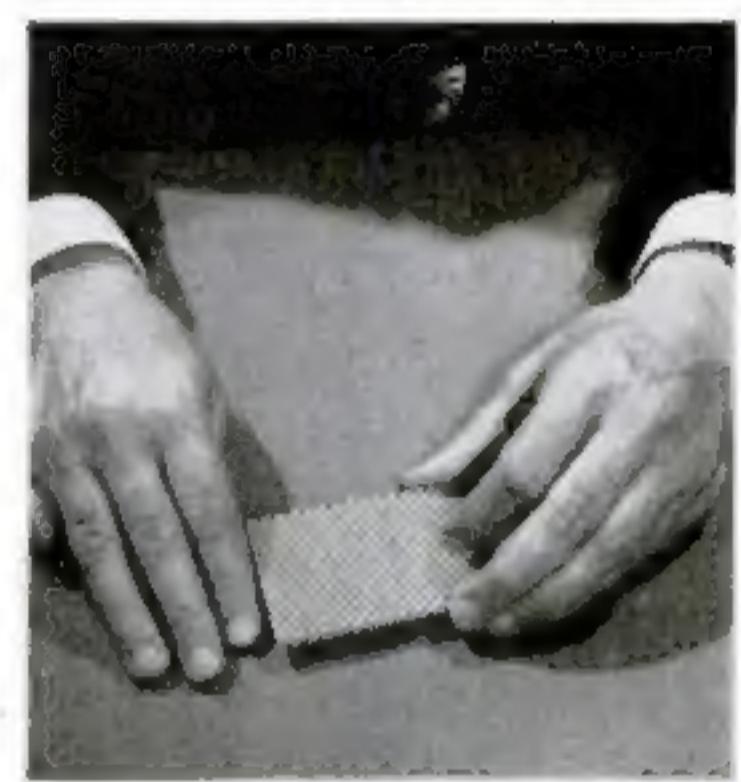
DRAW POKER



PAIR OF ACES. This is a double signal. Overlapping position of player's left index finger on cards signals an ace. Extended right-hand index finger makes it a pair.



TWO PAIR. Two outstretched fingers of player's right hand say it is two pair. The left forefinger placed on card near the middle completes sign: queens are high.



THREE OF A KIND. This is indicated by three fingers of the right hand. Index finger of the card hand, lower on the card, adds that in this case the three are jacks.



TEN HIGH STRAIGHT. Two fingers on edge of card mean the player is holding a 10 high. Other hand, palm down and under the cards, signifies it is a straight.



NINE HIGH FLUSH is shown by two fingers of the card hand near edge (sign for a nine) while right hand, with palm down away from cards, indicates a flush.



FULL HOUSE. Right hand spread wide on the table says full house. Position on card of two fingers of the left hand indicates that in the full house sevens are high.



FOUR OF A KIND. Sign for this is four fingers straightened out, with thumb hidden. Position of left-hand forefinger and thumb indicates the four cards are threes.

ON TELEVISION

Thursday, August 11*



Chapter No. 15 EISENHOWER'S "CRUSADE in EUROPE"



See tremendous struggle for Cherbourg and fall of Caen... See terrifying spectacle of first buzz bomb... See hurricane's fury smash invasion craft...



See dramatic Allied break-through at St. Lo and the ominous Nazi counterattack at Mortain endangering Allied troops everywhere on continent.

"Presents simply and generously and admirably the record of American and Allied achievements in the war theatre east of the Atlantic."

—GEN. GEORGE C. MARSHALL

"Tremendously effective."

DETROIT FREE PRESS

"Magnificent... moving... one of the top thrills TV has offered."

PHILADELPHIA INQUIRER

*On different evenings in some cities.
See your newspaper for evening and time.

Showing in 33 cities—ABC network

LIFE & TIME
The Weekly Magazine
TELEVISION PRESENTATION

Cheating CONTINUED

BRIDGE



BEFORE BIDDING starts, signs are given as cards are arranged. One finger on card means clubs; five cards to the right disclose: "I have five clubs."



TWO FINGERS on card mean that the player is strong in diamonds. The spread of six cards to the right indicates that he is holding six in his hand.



THREE FINGERS indicate hearts, and in this case the cheater is signaling to his confederate that he has seven hearts. It is all very casual and quick.



FOUR FINGERS signify strength in spades. A quick glance shows that the player wants his partner to know that he has eight of them in his hand.



LEAD A CLUB is signaled by player to his partner by placing his card (the 10 of hearts) in a vertical position over the cards which have been played.



LEAD A DIAMOND is requested by the player placing his card diagonally to his left on cards already played. It takes sharp eyes to catch such signals.



LEAD A HEART is called for when the player places his card on pile diagonally to his right. In this case the card happens to be the queen of spades.



LEAD A SPADE is indicated by horizontal placement of the card. It all comes easy, Scarnes says, if you are nimble and if you practice long enough.



Love just "happens" to the girl who Kares

You're embraceable—always, when new, wonderful KARE keeps you bath-sweet. A lotion deodorant—satin-smooth, fragrant. So nice to use. So different from creams and liquids—not greasy or messy. Safe to use after shaving. KARE, an amazing new improvement in underarm deodorants, is the one that:

Soothes tender underarm skin

Stops odor... Dries instantly

Stops perspiration safely

Will not harm even fine fabrics

Economical! A few drops are effective. 35¢ & 60¢ (plus tax), at drug and department stores.

The Grove Laboratories, Inc., St. Louis, Mo.



**Fast
CORN, CALLOUS, BUNION
Relief**

The instant you apply Dr. Scholl's Zino-pads, painful shoe friction stops, pressure on the sensitive spot is lifted. You'll marvel, too, how quickly these thin, soothing, cushioning, protective pads remove corns and callouses when used with the separate Medications included. Get this fast relief today!



Dr. Scholl's Zino-pads

"Fleas Don't
Bother Me
I'm Dusted with
PULVEX DDT"



Fishing for compliments? here's great bait!

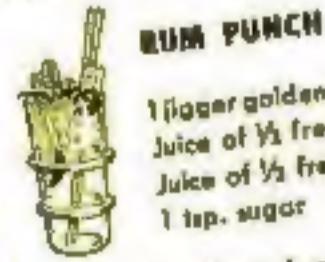


3 TOP FAVORITE RUM RECIPES

as made at the Marine Dining Room, Edgewater Beach Hotel, Chicago, Illinois.

Why not treat your friends to something new and delightful? Just serve these taste-tempting, thirst-quenching rum drinks! You'll win compliments aplenty—on your originality . . . and

on the wonderful smoothness of your Puerto Rican rum. It's not heavy or sweet, but light and dry, the way Americans like it. Try it yourself for a welcome change. You can choose from many fine brands . . . with the glorious flavor found only in mild, mellow Puerto Rican rum—*America's most popular rum!*



RUM PUNCH

1 finger golden Puerto Rican rum
Juice of $\frac{1}{2}$ fresh lemon
Juice of $\frac{1}{2}$ fresh orange
1 tsp. sugar

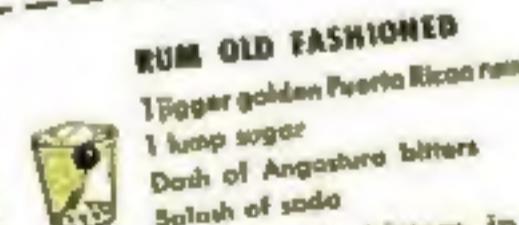
Shake well and pour into tall glass with finely cracked ice. Decorate with fruit. Mellow Puerto Rican rum brings perfection to this summer favorite.



RUM AND COLA

1 finger Puerto Rican rum
Juice of $\frac{1}{2}$ fresh lemon
Add ice and fill with cola

This favorite is more popular than ever with the added smoothness that Puerto Rican rum alone gives. Satisfying! Distinctive! Try it today!



RUM OLD FASHIONED

1 finger golden Puerto Rican rum
1 lump sugar
Dash of Angostura bitters
Splash of soda

Crush sugar with bitters in glass. Add soda, golden Puerto Rican rum, ice and stir. Add orange slice, twist of lemon peel. A grand old fashioned with a new fashioned flavor!

There are many fine brands—
this name on every bottle

Puerto
Rican
Rum

Not heavy or sweet,
but light and dry

LUCKIES PAY MORE

to give you a finer cigarette!

Yes, at tobacco auctions Lucky Strike pays millions of dollars more than official parity prices for fine tobacco!

There's no finer cigarette in the world today than Lucky Strike! To bring you this finer cigarette, the makers of Lucky Strike go after fine, light, naturally mild tobacco—and *pay millions of dollars more than official parity prices to get it!* So buy a carton of Luckies today. See for yourself how much finer and smoother Luckies really are—how much *more real deep-down smoking enjoyment they give you.* Yes, smoke a Lucky! You'll agree it's a finer, milder, more enjoyable cigarette!

B. G. CONNER, independent tobacco buyer of South Boston, Va., says: "I've seen the makers of Luckies buy fine tobacco at auction after auction. I've smoked Luckies myself for 18 years." Here's more evidence that Luckies are a finer cigarette!



L.S./M.F.T. — Lucky Strike Means Fine Tobacco

So round, so firm, so fully packed—so free and easy on the draw

COPR. THE AMERICAN TOBACCO COMPANY